**Why Brands Are Getting Into The Moviemaking Business**

Leading marketers are creating and sponsoring feature films for various platforms to engage with ad-weary, values-driven consumers, such as Patagonia's land use series and DoorDash's "Soul of the City" highlighting restaurant owners on YouTube. Tim Calkins, Kellogg School of Management at Northwestern University marketing professor, called branded films "a huge trend" that's "all about the long-term brand."

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[*https://www.cnbc.com/2021/06/19/why-big-companies-like-doordash-3m-and-hp-are-making-films.html*](https://www.cnbc.com/2021/06/19/why-big-companies-like-doordash-3m-and-hp-are-making-films.html)

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[*https://i.pinimg.com/736x/be/ac/8d/beac8d9a8851d2a5376b944774a8a1c1--patagonia-toms.jpg*](https://i.pinimg.com/736x/be/ac/8d/beac8d9a8851d2a5376b944774a8a1c1--patagonia-toms.jpg)