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Hi there,

Here's your weekly roundup of our latest and greatest marketing posts! And if you are interested in hearing our CEO, Stacy Jones, speak on best practices for influencer marketing and how to better leverage pop culture - sign up for this free virtual summit running 12/9-12/11. While the summit is themed for travel - the content will be relevant to all brand marketers. Check out the speaker line-up and register at

<https://breaktheicemedia.com/podcast/summit/>

HB In The News: K-Pop Celebrities & Mental Health With CGTN TV

By Stacy Jones, December 13, 2019 at 7:00 AM

China Global Television Network - The World Today Interview

The topics that our agency is approached with by reporters vary widely, and I often have interview opportunities discussing the world behind the scenes of celebrities, and their own brands.

On December 7th, I was interviewed by CGTN America TV news network for *The World Today*, to discuss the unfortunate rise in suicide with K-Pop stars, and the potential causes.

In this blog, Hollywood Branded shares the China Global Television Network television interview with CEO Stacy Jones, providing insights to the reasons behind K-Pop mental health duress in South Korea.

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Be Authentic and Bring in Sales with LinkedIn

By Heather Armel, December 12, 2019 at 7:15 AM

Finding Human Connection in Digital Marketing

How would you rate the success of your LinkedIn strategy? I think it's fair to assume most people's answer to that would be along the lines of "I don't have a strategy for LinkedIn." Whether you're happily employed, looking to hire, or trying to find clients - there is a good chance you could benefit from having a thoughtful approach to using this social network. And you can be your authentic self while doing it!

Recently, our CEO sat down with a LinkedIn strategist who helps others use the platform in a way that works for them to increase their visibility and brand awareness. **In this blog, Hollywood Branded learns how to authentically bring in sales on LinkedIn from the expertise of Sarah Santacrose, founder of The Gentle Business Revolution!**

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Celebrity Endorsement Case Study: Calvin Klein and The Biebers

By Wave Vasiksiri, December 11, 2019 at 7:15 AM

One Less Lonely Brand

Celebrity partnerships with fashion brands are extremely common. Brands take into account celebrity's influencing power and reach when deciding who to partner with. Lesser known clothing brands will reach out to social influencers with thousands of followers to support their brand, but large brands have the revenue to work with more well known celebrities. Ever heard of Justin And Hailey Bieber? We thought so.

Calvin Klein has had their fair share of A-list celebrity endorsements in the past - from Mark Wahlberg to Shawn Mendes, but their most successful marketing campaign is without question their latest featuring Justin Bieber, and now his wife Hailey Bieber. **In this blog, Hollywood Branded examines the case study of the successful celebrity endorsement partnership of Justin and Hailey Bieber with Calvin Klein.**

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Case Study: Award Winning Product Placement

By Chelsea Collins, December 10, 2019 at 8:30 AM

Winning Best International TV Product Placement From Europe's ProPKo Awards

Hollywood Branded activated and coordinated the product placement of our client, [FLIR](#), in one of Netflix's top scripted series, *Ozark*. To our delight, the placement has won "Best International Product Placement For Television" from Europe's prestigious ProPKo Awards!

In the episode, leading characters Cade and Ruth attempt to steal an expensive piece of FLIR equipment from a luxury boat to sell on the black market, and are thwarted when they find the owner unexpectedly home, forcing them to flee empty-handed. FLIR equipment became the storyline driver behind in this secondary story arch, garnering multiple verbal mentions and logo exposures as two characters sought to obtain the highly valued thermal camera – while managing their own troubled relationship. **In this blog, Hollywood Branded shares insight into the making of an award winning product placement, FLIR in the popular television series, Ozark.**

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How Matthew McConaughey Increased Sales for Lincoln

By Alexis Tawater-Tiedemann, December 9, 2019 at 10:04 AM

McConaughey Created A Lasting Impression In Lincoln Ads

Since the commercial's premiere, Lincoln's very first commercial in their 2014 ad campaign featuring Matthew McConaughey has been the target of several high profile television and online video spoofs. The original commercials went viral soon after airing and many viewers have questioned the seemingly cryptic poetry delivered by McConaughey – giving way to a plethora of media spoofs, and helped increase sales for the Lincoln Motor Company.

It makes sense that McConaughey, 44, who starred in 2011's "The Lincoln Lawyer," has partnered up with, and become the pitchman, for the car company Lincoln Motors over the last several years. And their continued usage of McConaughey has changed the overall image of the brand. **In this blog, Hollywood Branded takes a look at how Matthew McConaughey increased sales for Lincoln through this celebrity endorsement, and how it has impacted the brand.**

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