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Hi there,

Here's your weekly roundup of our latest and greatest marketing posts!

Amazon Alexa's Celebrity Voiced Products And Customer Options

By Paige Brody, December 27, 2019 at 7:30 AM

"Alexa, Tell Us About Your New Features"

Amazon Alexa, the virtual assistant developed by Amazon announced some new changes coming soon. Things are about to get a little more interesting and a lot more exciting! Not only is she getting a more natural sounding voice and support for bilingual requests, but perhaps the most exciting is replacing her voice with a celebrity's.

It's time to change up your Alexa and see who is coming to be a new voice option. **In this blog, Hollywood Branded takes a look at how Amazon's Alexa continues to make exciting new products and customer options.**

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Three of The Most Famous Fictional Brands

By Wave Vasiksiri, December 26, 2019 at 7:00 AM

Fact Vs Fiction

With the release of Disney+ and Apple TV+, more and more televised content is being made accessible to the masses. From the comfort of their homes, people can watch old classic films and new original content. With more content comes new characters, universes...and brands. While many studios will opt to use real brands in their productions, others have decided to create completely new fictional brands to work with. The rising popularity of media franchises has allowed these fictional brands to appear in more than just one appearance in multiple films/episodes, becoming ingrained in modern pop culture.

At Hollywood Branded, we help real brands gain exposure through entertainment media, but we have to give props to how well known these brands are, especially because they aren't real! **In this blog, Hollywood Branded takes a look at three of the most famous fictional brands that have appeared in pop culture.**

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Top Brand Partnerships With The Grinch

By Jessica Moore, December 24, 2019 at 7:30 AM

Creative Campaigns That Will Make You Green With Envy

It's the most wonderful time of the year again, and both brands and studios are in the final stretch before the start of a new decade. We're going to take a look back at how Universal Pictures and Illumination Entertainment closed out 2018 with fantastic campaigns for *Dr. Seuss' The Grinch*.

Blast your joyful and triumphant Christmas music and get ready for examples green partnerships. **In this blog, Hollywood Branded brings you the top brand partnerships with *The Grinch* from 2018 that will warm every heart, even if they're two sizes too small.**

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A Guide for Promoting CBD in the UK

By Joey D'Ambrogi, December 23, 2019 at 7:53 PM

The Nature of Marketing This New Craze

Cannabidiol, also known as CBD, is a huge emerging health and wellness product in the UK. Existing brands are expanding their product lines to include CBD and new brands are forming all together to capitalize on this exploding market. Before these brands start forming their advertising strategies, they need to ensure they are compliant with the legalities involved with promoting this substance.

Two brands that have found success promoting CBD with influencer marketing are CBD Life UK and Love Hemp. **In this blog, Hollywood Branded discusses the intricacies of promoting CBD in the UK and highlights brands who are doing it well!**

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And then what? Check out our [Influencer Marketing School](#) which offers courses and certifications for brand agency marketers on the best practices and strategies to make influencers marketing work.

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Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | info@hollywoodbranded.com

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