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Hi there,

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

Insight On Beauty Brands And Red Carpet Celebrity Endorsements

By Stacy Jones, October 18, 2019 at 9:00 AM

Hollywood Branded In The News

I had the opportunity to speak with *Hollywood Reporter's* writer Meg Hemphill to share my insights about beauty brand sponsorships on the red carpet. The resulting article she wrote for the magazine's seventh list celebrating showbiz's most influential hairstylists and makeup artists has phenomenal detail on just exactly who creates award season's A-lister looks.

These brand partnerships don't just happen, they are carefully strategized and planned by brands, talent, their agents and stylists - and they typically involved contracted deal points that have to happen, and nice sized paychecks to support the effort. **In this blog, Hollywood Branded provides a deep dive look into how celebrity endorsement red carpet beauty deals work.**

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Bringing Your Business To The Next Level

By Heather Armel, October 17, 2019 at 9:11 AM

Connect & Learn From Like-Minded Professionals

Being a successful manager, leader, or business owner requires wearing a variety of hats and understanding all aspects of your business. It's impossible for one person to grasp so much without working tirelessly around the clock. Thankfully, having a professional network to consult with helps generate quicker solutions to business problems and in turn, faster growth.

Recently, our CEO Stacy Jones sat down with an agency owner who experienced first hand the benefits of being involved in a professional network, so much so that he is now the CEO of that organization! **In this blog, Hollywood Branded learns how to bring your**

business to the next level from one of the most knowledgeable and experienced individuals currently helping mid-sized agencies prosper, Drew McLellan.

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A Guide For Promoting Canadian Cannabis

By Joey D'Ambrogi, October 16, 2019 at 8:30 AM

Canadian Cannabis, A Budding Industry

The cannabis industry is growing rapidly, so for brands within the space, the opportunities in front of them for growth are mammoth. While the US has legalized the recreational use of cannabis on a state-by-state basis, all of Canada became legal in 2018. And that has led to some major legal regulations, which limit how brands can be promoted.

In order to comply with regulations, and how they are enforced, it is essential to understand which laws apply to cannabis marketing, and how brands can promote - and protect themselves, from overstepping boundaries. **In this blog, Hollywood Branded provides an overview on how brands are legally and tactically promoting cannabis products in Canada, enabling these brands to stand out while following enforced regulations.**

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Car Brands Who Went Beyond Typical Product Placement

By Wave Vasiksiri, October 15, 2019 at 9:00 AM

The Road To Successful Car Product Placement In Film

Product placement of cars in films is something we've all seen before. In fact, you'll probably find it hard to think of a movie, set in present day, that doesn't feature a single car. The only problem with this, at least for the car-makers, is finding a way to make the audience remember the cars they see on screen in the hopes that they will buy into the brand.

Some auto manufacturers have found a way to make their brand be stuck in the viewers mind. How do that do that? They make the car a star. **In this blog, Hollywood Branded examines car went beyond typical product placement and made their car an integral part of the story.**

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3 Examples Of Influencer Marketing Gone Wrong

By Adam Halpin, October 14, 2019 at 9:41 AM

When Influencer Marketing Turns Sour

When used correctly and responsibly, influencer marketing can be a highly effective way of gaining new exposure and, most importantly, sales for your brand. However, it's very easy to have an influencer marketing campaign turn sour just by a simple negative element blowing up.

There are many negative elements that can affect a marketing campaign such as a damaged reputation of an influencer or just simply bad implementation of the campaign.

In this blog Hollywood Branded takes a look at 3 examples of global influencer marketing gone wrong and why they received negative results.

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

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