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Hi there,

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

How Rihanna Turned Inclusivity Into A Billion Dollar Empire

By Chelsea Collins, September 13, 2019 at 9:00 AM

Rihanna's Crazy Come Up

The come up has been REAL for Rihanna these past couple of years. The singer turned mega entrepreneur made her Forbes debut this year as The World's Richest Female Musician thanks to multiple companies under belt: Savage Fenty (lingerie and everyday undergarments), Fenty Beauty (cosmetics), and most recently FENTY (a first of its kind luxury Maison under the LVMH umbrella).

Worth a reported \$600MM, Rihanna is one of the richest women in the entertainment industry... Not bad for a girl who was debating bankruptcy a few years ago. **In this blog, Hollywood Branded explores how Rihanna's dedication to gender, race, and size inclusivity turned her brands into a billion dollar empire.**

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Improve Your Digital Marketing Strategies

By Heather Armel, September 12, 2019 at 8:37 AM

Fulfill And Generate Demand

Digital marketing casts a wide net that includes paid social, advanced analytics, Facebook ads, video marketing, video production, and all sorts of analytics - just to name a few. Almost every brand or business could benefit from digital marketing, but like most things, it's easier said than done. It's no wonder this landscape can be intimidating for business owners and often results in wasted time and money. Thankfully, there are professionals who can help.

Recently, our CEO sat down with an experienced and successful digital marketing strategist who focuses on customer acquisition and sales, all while living at the intersection of data and creativity. **In this blog, Hollywood Branded delves into strategies that will improve your brand's digital marketing with advice from Chris Madden, Co-founder of Matchnode.**

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Area 51: How Bud Light Chose Their Newest Twitter Mascot

By Henry Lopez, September 11, 2019 at 9:00 AM

Making The Most Of A Viral And Supernatural Event

At times, social media can be seen as an unstoppable force, producing an endless amount of material for entertainment. In this case, a Facebook event was part of that unstoppable force. The creation of Bud Light's newest "packaging" starts with a comedic interpretation of curiosity. The Facebook event titled: "Storm Area 51" was created as a joke on June 26th by three users, not expecting to gain rapid popularity.

Nobody really thought it would gain traction or that people would take it seriously, but the event spread like wildfire. As of today, 1.5 million people have RSVP'd as "going." In addition, countless memes have been produced and shared to show the satire of breaking into Area 51 and observing aliens. **In this blog, Hollywood Branded discusses how Bud Light quickly responded to the viral Area 51 raid with a tweet and new Twitter mascot.**

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Brands & Video Games: A Case Study of Fortnite

By Iris Lu, September 10, 2019 at 9:00 AM

A World Cup For Video Games

When the world cup is mentioned, people usually connect it with many football teams competing for the title of the winner. However, the cup is now no longer exclusive to football players as Esports growing bigger and bigger! This summer, over 19,000 fans gathered in New York witnessing the birth of the first-ever Fortnite World Cup winner (a 16-year-old boy!).

Although many people are still questioning Esport being a real sport, the power of the video game industry can not be ignored, let alone brands are always craving for public exposure. Fortnite welcomes sponsorships on the battleground and brand partnerships extended into reality. **In this blog, Hollywood Branded explores how Fortnite opens up infinite branding possibilities and explains why brands should never pass over the video games industry.**

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Marketing Mistake #17: Ignoring Baby Boomers

By Stacy Jones, September 9, 2019 at 9:00 AM

A Booming Market For Consumer Media

Though it may seem as though the entire tween population is the consistent and unavoidable movie theater crowd, recent films and TV shows have proven that with the right script and the right cast, the baby boomer is the actual market to target. Brands have a phenomenal opportunity to engage with their baby boomer customers through new entertainment content specifically being created for this market, like *The Second Best Marigold Hotel*.

Older generations have been incredibly underserved as an audience for consumer media, but Hollywood has started to realize the major opportunities being missed, which provides brands a phenomenal opportunity to engage with the largest generational customer base – the baby boomer. **In this blog, Hollywood Branded examines the best marketing techniques for baby boomers and why ignoring them is a big mistake.**

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