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Hi there,

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

## Tom Brady and His Selective Endorsement Deals

By Paige Brody, September 20, 2019 at 9:00 AM

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### When You're This Elite, You Can Be Picky

New England Patriots quarterback, Tom Brady, the only six-time Super Bowl champion, is also a three-time winner of the league MVP, and a title-holder of four Super Bowl MVP awards. He is statistically one of the best players in the National Football League however, surprisingly enough he is not the highest paid in the league. It has been talked about repeatedly how Brady carefully picks his endorsement agreements.

It seems that towards the beginning of his career, he seemed to choose more affordable products to endorse. Lately, he is focusing on more luxury and high-end brands. **In this blog, Hollywood Branded examines Tom Brady's specific selection of endorsements that he supports both currently and in the past.**

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## Maximizing Productivity In The Office

By Heather Armel, September 19, 2019 at 2:28 PM

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### Increase Profits, Decrease Stress

Most business owners wish that there were more hours in a day. Their to-do list continues to grow no matter how many late nights and long hours they put in. It's exhausting and can make you feel like you're running in circles. But what if there is another way? What if there is a way to grow your business and increase profit, all while working less hours and a lot less stress? Count me in.

Recently, our CEO sat down with a business growth expert who does just that, and we're excited to share his advice from their conversation. **In this blog, Hollywood Branded explains how business owners can maximize productivity in the office, with tips from the founder and president of Performance Dynamic Group, Mark Green.**

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## Pepsi Renews Super Bowl Halftime Sponsorship

By Paige Brody, September 18, 2019 at 9:00 AM

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### Why Sponsor the Super Bowl Halftime Show?

The Pepsi Super Bowl Halftime Show is the most-watched musical event of the year. Super Bowl LIII was Pepsi's seventh year as the title sponsor of the Super Bowl Halftime Show and 17<sup>th</sup> year as an NFL Partner. Looks like Pepsi and the NFL have done it again! The two linkup to give their fans a halftime experience that deserves the biggest stage in pop culture.

Pepsi is reclaiming their vow to the National Football League, renewing its Super Bowl halftime sponsorship deal. Now, we all wait in anticipation to see who will headline the halftime performance of one of the biggest sporting events in the world. **In this blog, Hollywood Branded explores Pepsi's renewed Super Bowl Sponsorship deal.**

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## Product Placement So Obvious, You Missed It

By Claire Emmert, September 17, 2019 at 9:00 AM

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### The Art Of Being Blatant

Do you ever find yourself searching *everywhere* for your keys, only to find they were in your hand the entire time? Or rummaging endlessly through the fridge in search for coffee creamer, when it's actually been right in front of your face? Missing the obvious is a common problem, and it even happens with product placement.

We know that product placement happens in movies and on TV all the time. However, on rare occasions, a product placement deal becomes so central to the plot, we don't even realize that we're actually watching one huge product placement deal. **In this blog, Hollywood Branded examines four product placement deals that were so obvious, you completely missed them.**

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## 20 Celebrity Veterans Who Served In The Armed Forces

By Stacy Jones, September 16, 2019 at 10:10 AM

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### These Hollywood Veterans Didn't Just Enchant Their Country On The Silver Screen – They Served It As Well

Everyone who serves in the United States Armed Forces is a hero. These Hollywood stars whose faces we recognize instantly and whose names have become legendary remind us that there were many in the country willing to put their life on the line for their nation.

Whether they were drafted or recruited, or whether they achieved stardom before or after their service, they are icons as both celebrities and veterans. **In this blog, Hollywood Branded takes a moment to recognize Hollywood stars who served in the United States Armed Forces.**

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