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Hi there,

Here's your weekly roundup of our latest and greatest marketing posts! A little side note here. We know it's crazy times, and our team at Hollywood Branded is here to help you – to brainstorm ideas, to let you know what opportunities exist, and to assist you in getting your marketing back up and running full throttle. Shoot me an email and we can schedule time to chat. Just marketing guidance from some people who want to help, and who will offer our best advice.

Right now brands are trying to figure out how to market in our new-not-so-normal world, thanks to COVID-19. No one wants to misstep and risk offending. Yet brands have an opportunity to respond to this crisis with both purpose and humanity, and with actions that will be remembered for years to come.

We are smack dab in the middle of two paths of marketing leadership – the current path which fosters community unity + positivity, and the near future path which engages + inspires. One of the fastest and most public ways of walking both paths is by leveraging the massive media opportunities that daytime and evening lifestyle news and talk shows offer - freshly back up and shooting remotely. Not only do newly built feel-good segments allow brands to highlight and showcase their own unique response to this crisis, they provide very fast turnaround time to get on air to a larger tuned-in audience eager for entertainment outside of the harshness of news and the confines of the wall of their homes. People are ready to celebrate that we are all getting through this, together. And brands who stay front and center will win.

Beyond obvious on-air integration exposure, these brand partnerships result in impactful social media and PR content assets due to perceived celebrity endorsement by show hosts. And they lead to MAJOR brand building, sales and consumer engagement success. We are always here to help bring ideas to life - reach out to chat!

And now on to our weekly blog recap...

## **10 Celebrities and Their Alcohol Beverage Brands**

By Paige Brody, April 24, 2020 at 8:00 AM

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### **Their Own Walking Advertisement**

One of our favorite celebrity partnerships is when a brand and celebrity partner together to create a new product line. It's the direction many brand marketers are taking their celebrity endorsement campaigns now, and there is a good reason.

When a celebrity truly partners with a brand, and has a stake in the game, you can get a lot more of their attention and involvement. It moves the needles from asking a celebrity to simply show up - to actually taking authentic actions to help drive sales and profits. One of the biggest categories beyond fashion and beauty for these types of celebrity collaborations is with alcohol. Typically celebrities will partner with an already established brand line - but some take it upon themselves to launch an entirely new product. **In this blog, Hollywood Branded dives in to share a look at 10 celebrities who have their own alcohol brand lines.**

[Read more »](#)

## Measures Agencies Can Take To Make It Through COVID-19 With Drew McLellan

By Greg Smith, April 23, 2020 at 8:00 AM

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### Making It Work

Living through a pandemic has had a major impact on marketing efforts across the board of every industry. Many business owners are finding themselves in the difficult position of wondering how to continue with operations.

Recently, our CEO Stacy Jones sat down with another agency owner to discuss how to move forward and continue operations to weather the pandemic storm. **In this blog, Hollywood Branded examines measures agencies can take to best prepare to make it through COVID-19 from the advice and expertise of Drew McLellan.**

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## The Power Of Artist Collaborations With Footwear Brands For Sneakerheads

By Gerson Menchu, April 22, 2020 at 9:20 AM

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### How Artists Drive Massive Revenues For Sneakers

The market of sneakers is undoubtedly one of the biggest out there, driven by pop culture. Just in 2019 alone the sneaker market reached [\\$700 million dollars](#).

We hear about sneaker partnerships with athletes, but celebrity partnerships don't end there. Major music and fashion artists like Travis Scott, Kanye West, G-Dragon and Virgil Abloh have partnered with sneaker brands to create millions in sales. **In this blog, Hollywood Branded discusses the power of artist collaborations with footwear brands and sneakerheads.**

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## How To #15: 9 Steps To Successfully Plan A Talk Show

## Integration

By Stacy Jones, April 21, 2020 at 9:45 AM

### Making Sales Happen With Talk Shows

National - and local - talk and entertainment news programs offer one of the fastest, most affordable and engaging platforms to reach and influence the (largely) female TV viewer and primary household buyer decision maker. Brands obtain major cache from the implied celebrity endorsement from the show's hosts, and the impact of consumer engagement can be easily tracked by rises in web traffic and online searches and even sales.

However, neglecting to plan the talk show activation can jeopardize the potential benefits and cause home viewers to tune out instead of tuning in and purchasing. **In this blog, Hollywood Branded provides nine steps to activating a talk show integration to guarantee website traffic increase, celebrity endorsement perception and sales success!**

[Read more »](#)

**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. Or give us a shout to talk about your next marketing campaign!

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