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Hi there,

Want to receive a heads up on upcoming brand partnerships in entertainment? We're offering a new **"Hot In Hollywood"** bi-weekly newsletter that will feature tips for brands to work with streaming, TV, film, music, gaming, digital, events and celebrities - and those coming in the near future. You can [sign up at this link!](#)

Be sure you sign up for our [free](#) monthly virtual summit series - the next 4 session event will be on September 23rd. [Sign up here!](#)

Product placement is ramping up, and we are finalizing season long talk show partnerships as well as brand launches right now for the fall season. Just reply to these opportunities you should be aware of.

- Stacy

And now on to our weekly blog recap...

First Brand Partnerships With Instagram Reels

By Chelsea Collins, August 14, 2020 at 6:15 AM

The Gauntlet Has Been Thrown

First Instagram came for Snapchat with the addition of the 24-hour story feature, and on August 5th they officially came for TikTok with their newest feature, Instagram Reels allows users to record and edit 15-second multi-clip videos utilizing audio, visual effects, and unique creative tools. Sound familiar? Yea, TikTok thought so.

However, despite being known as the copycat, no one can deny that Instagram Stories completely took off, and we don't doubt that same success will be experienced by Instagram Reels. Clearly, many brands didn't doubt it either. **In this blog, Hollywood Branded checks out the brands who took that leap and had some of the first with Instagram Reels.**

[Read more »](#)

Making Graphic Design More Accessible and Affordable with Jonathan Grzybowski

By Greg Smith, August 13, 2020 at 8:00 AM

Designing A Graphic Design Company

Starting your own business is every entrepreneur's dream, but many of us often grapple with how to do it. Where do you start? What are your biggest strengths? These questions can only be learned over time. However if you chat with other entrepreneur's about their process, it might save you a lot of emotional and financial pain.

Recently, our CEO Stacy Jones, sat down the founder of an entirely remote graphic design agency to discuss how he built the company to scale. **In this blog, Hollywood Branded takes a look at how Jonathan Grzybowski made graphic design more accessible and affordable for his clients at Penji.**

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Why Brands Should Partner With Gamers in the Wake of the Pandemic

By Allie Duke, August 12, 2020 at 7:10 AM

Brands In Video Games Have Been Getting Incredible ROI

One of the few entertainment sectors that has not been affected by the pandemic is the gaming industry. In fact, professional gamers have seen an increase in viewership as more people are staying home and entertaining themselves through online platforms. This means there are plenty of new marketing and product placement opportunities in the gaming world.

If your brand isn't already participating in them... it is time for a deeper dive into what you may be missing out on. So how can companies get in on the action if they haven't? We'll answer that. **In this blog, Hollywood Branded will dive into the benefits of partnering with the gaming industry, things to stay away from, and ways your brand can get started.**

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Japanese Anime Offers Product Placement Partnerships For Brands

By Kitty Zhao, August 11, 2020 at 6:52 AM

A Hidden Opportunity For Targeting Niche Audiences

Product placements are ubiquitous in the entertainment world today--from mainstream TV series to indie films, brands know how important it is to nab great opp brands featured on screen. Although having your product featured in blockbuster films often guarantees maximum exposure to the biggest possible audience, it's be costly.

Brands should carefully choose what type of entertainment medium they would like to partner with, as bigger is not necessarily better for all, and niche can some reach core demos. **In this blog, Hollywood Branded discusses the benefits of conducting product placements in Japanese anime, one of the most p today.**

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How To #10: 12 Steps To Celebrity Event Sponsorships

By Stacy Jones, August 10, 2020 at 8:00 AM

The Celebrity Stamp Of Approval

With 43% of consumers influenced to purchase products after seeing a brand with a celebrity, it's no wonder that 72% of brands and agencies use entertainment marketing mix. There is no question about the extraordinarily high level of influence of celebrities in our society.

The clothes that celebrities and social influencers wear one day fly off the shelves the next and when celebrities say they like a certain product, the sales of double digit percentages. **In this blog, Hollywood Branded shares 12 steps to celebrity event sponsorships brand managers should take befo partnership.**

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And then what? Sign up for the All Pass access to our sessions from our [Marketer's Content Playbook](#) virtual summit!

Speakers who joined theevent are some of the top thought leaders from the world of brands, agencies, media, influencers and Hollywood on content marketing culture partnerships.

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