






PODCAST HOSTED BY STACY JONES

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Hi there,

As of this month I've hosted and recorded over 230 podcasts for Marketing Mistakes (+ How To Avoid Them).

- A hundred with my deep diving into specific "how to do" based on how Hollywood Branded approaches building brand partnerships with pop culture content drive it.
- And even more where I interview awesome guests who talk on a range of subjects including marketing, advertising, entrepreneurship and even the law of

As our team gears up for our 5th year of podcasting in 2021, I'd love to get your feedback on podcast topics to cover as well as any guest recommendations (a-o love chatting pop culture marketing, but the topics I cover with our guest include any topic that helps drive a business, or those working in that business, forward do's and inside advice are welcome! If you haven't checked it out yet - visit <https://hollywoodbranded.com/podcast>.

Drop me a note with your thoughts!

- Stacy

And now on to our weekly blog recap...

Top Coachella Brand Activations

By Brandon Pike, December 4, 2020 at 6:15 AM

Coachella Is More Than Just A Music Festival

The Coachella Valley Music and Arts Festival, held at the Empire Polo Club in Indio, California, is arguably the most popular music festival today. Held every year, pandemic shut down the world, Coachella was a getaway for music lovers, artists, and celebrities, alike. For two three-day weekends, attendees are able to escape into the world of music.

Many people think of Coachella as just a music festival, but from a marketers standpoint, Coachella is a goldmine when it comes to opportunities to increase brand [Insider](#), in 2019, Coachella had an attendance of 99,000 people per day, and a total of 594,000 people for both weekends. With the right amount of money and to capitalize on this heavily publicized event. **In this blog, Hollywood Branded shares three brands who have used Coachella for successful activation campaigns.**

[Read more »](#)

Strengthening Your Family and Your Business with Jay Feitlinger

By Greg Smith, December 3, 2020 at 3:56 PM

Running Your Business And Family For Success

Balancing work life and your family is a big challenge for some of the most successful entrepreneurs. Recently, our CEO Stacy Jones sat down with Jay Feitlinger, founder of StringCan Interactive, a digital marketing agency.

Jay is also the author of "FAMILY 2.0: Harness Business Principles to Reboot your Family in 4 Days," a book that helps entrepreneurs strengthen their family and **blog post, Hollywood Branded examines what mistakes to avoid in developing a digital marketing strategy, and Jay's experience in balancing life home.**

[Read more »](#)

Hollywood Branded In The Media November 2020

By Alexa Mancilla, December 2, 2020 at 6:15 AM

A Month Of PR For Our Agency

As an agency, we (of course) love free publicity. But it is more than that. We love helping educate people on the ins and outs, the overall best practices, and the way to create awesome pop culture marketing strategies.

That way, whether the brand marketer works with our team, another agency or does it in-house, we are able to help provide some guidance and make sure success frankly - it's not the easiest marketing strategy to successfully pull off. But we also know leveraging pop culture as a marketing tool is one of the best ways you can brand, stand out and ultimately that required mecca - drive sales.

In this blog, Hollywood Branded shares top product placement, celebrity and influencer media interviews in October 2020 including Insider and I take a walk down memory lane...

[Read more »](#)

3 Creative Examples Of Product Placement In Television

By Sierra Schade, December 1, 2020 at 6:15 AM

Making Product Placement Exciting

When you think of product placement, your first thought might jump to a mental image of a character driving a certain car or maybe eating a bag of chips from product placement does look like that, that doesn't mean that all product placement has to look the same.

Just as much as TV shows can be creative with their plot lines, brands can collaborate and have creative and fun examples of product placement put into the product with. **In this blog, Hollywood Branded discusses three fun and creative examples of product placement in television!**

[Read more »](#)

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

Speakers who joined the event 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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