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Hi there,

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

## A Look At Kobe Bryant As A Celebrity Endorser

By Stacy Jones, January 26, 2020 at 7:09 PM

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### More Millions Made Off The Court

Kobe Bryant was one of those sports legends that transcended popularity as a hometown hero, and became a household name around the world. Because of his fame on the court, he managed to make hundreds of millions of dollars more through brand endorsement partnerships over his career than just by playing basketball.

What happens to those celebrity brand endorsement advertisements and marketing collateral when a celebrity has a major PR crisis, or in this case, even dies? Typically those ad campaigns still running at the time of his death will immediately be ended by brands who have to deal with a minefield of issues on handling a deceased celebrity partner. But there are some instances where brand endorsements will last past a lifetime. **In this blog, Hollywood Branded looks at Kobe Bryant as a celebrity endorser through his years of PR crisis and glory, and what the future holds.**

**#RIP #KOBEBRYANT**

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## Giving Your Show A Voice

By Heather Armel, January 23, 2020 at 11:14 AM

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### Here's a Hint: Be Authentic

Have you ever met someone who not only loves what they do for a living, but they are also great at their job? It's a combination that many people aspire to have but is rare to come by. Their energy is often contagious and their knowledge about their craft is clearly displayed when you talk to them.

Recently, our CEO sat down with someone who has that rare combination, and is an expert in digital marketing and social strategy. **In this blog, Hollywood Branded learns about**

**giving your show a voice from the expertise of Zoe Greenblatt, a social media manager at GLOW!**

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## How One Brand Partnership Grew Into New Opportunities

By Greg Smith, January 22, 2020 at 9:49 AM

### Branching Into New Possibilities

As any creative agency will tell you, your best work always comes down to relationships. Brands hire us to utilize our relationships in Hollywood and the entertainment agency so they can leverage partnerships that will increase awareness and profits. In one of the more long standing partnerships we've built between brands, we've helped the client find new ways to leverage more opportunities branched off the initial relationship.

We are proud to say that we built and maintained the relationship of our client, PassionRoses as the official rose of Miss America for the last ten years. **In this blog post, Hollywood Branded examines how one brand partnership has grown into multiple new opportunities over time.**

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## A Look At Our Favorite Super Bowl Celebrity Endorsements Over The Years

By Heather Armel, January 21, 2020 at 11:28 AM

### A Star-Studded Event, On And Off The Field

This past Sunday the Kansas City Chiefs and the San Francisco 49ers sealed their invitation to Super Bowl LIV - the biggest sporting event of the year. Sports fans all over the world are planning their watch parties, but they aren't the only ones excited for the big game. Non-sports fans are pumped about a halftime performance featuring Jennifer Lopez and Shakira, entertaining commercials, and a reason to party on a Sunday! Whether your a sports fan or not, the Super Bowl gives everyone a reason to celebrate.

As a marketing agency, we get *super* excited (see what we did there!) to see brands get creative with their advertisements when they have the attention of over 100 million viewers who are glued to their TV Screens. **In this blog, Hollywood Branded looks back at some of our favorite celebrity Super Bowl endorsements over the past 5 years. Let's take a walk down memory lane...**

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## Why Brands Can Benefit From Micro-Influencer Partnerships

By Linn Andersson, January 20, 2020 at 9:19 AM

## Why Micro-Influencers?

In the shadow of famous well-known social influencers, a new trend has arisen: the micro-influencer. These individuals have fewer, but very faithful followers. They often focus on a niche topic, such as health, exercise, food or beauty. And, what makes them so powerful to brands, is that they also have a very high percentage of likes and comments.

These influencers can generate a higher, more organic reach and engagement on social-media platforms for brands as well. Why? Well, because a micro-influencer, who posts a photo on their social media account is perceived to be more realistic than compared to a "celebrity-influencer" who you automatically think is posting things as a paid collaboration. No, the biggest isn't always the best option for every brand. **In this blog, Hollywood Branded discusses why brands can benefit from micro-influencers who have higher engagement than other larger social influencers.**

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**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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