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Hi there,

Have you ever thought about throwing a truly massive virtual event? Nope, I hadn't either. Until one day the realization that Covid-19 was going to be changing the game for some time set in one morning, and that we had more than a handful of interns that were going to need something to do. And so the Marketer's Content Playbook was born to bring awesome insight and how-to advice to brand marketers.

Normally our summer interns have a robust schedule of joining our team on production set visits and shoots, along with Hollywood event activations and premiere parties. This year, they instead are helping to orchestrate a 100+ speaker summit on all things content marketing. And boy are they being kept busy!

The first ever [Marketer's Content Playbook Virtual Summit](#) will be held the first week of August and is a conference we have designed to help brand marketers and their agencies better create content, get advertising right, and leverage pop culture content partnerships.

It is FREE if you [sign up now](#).

And if you happen to know someone who would be a great speaker or panelist (or be interested yourself), send me a note!

- Stacy

And now on to our weekly blog recap...

How Brands & Celebrities Have Supported #BlackLivesMatter

By Gabriela Medina-Toledo, July 3, 2020 at 3:17 PM

What Marketers Can Learn From Their Wins + Mistakes

Covid-19 restrictions began to lift, and businesses breathed a sigh of relief at the idea of opening again. And then... brands were thrust back into the chaos of having to figure out how to find their voice in support of their own and despite potential differing customer beliefs, in the midst of protests and riots across the country.

As brands and celebrities begin to navigate the events impacting the world, some have stayed silent out of fear of being alienated by their customers and fans. Others have used their platforms to speak up and stand up in support of Black Lives Matter, and people are

taking notice. Today, consumers - especially Gen Z'ers and Millennials, have expectations from those they buy from to serve as extensions of their own personal values and beliefs. **In this blog, Hollywood Branded shares insight for brand marketers to learn from what has worked, or failed, in how celebrities and brands have supported the Black Lives Matter Movement.**

[Read more »](#)

Create A Business You Love With Josh Patrick

By Greg Smith, July 2, 2020 at 8:00 AM

Go With The (Cash) Flow

Many businesses struggle to find a consistent rhythm of profit, allowing them to achieve the company's full potential. Often businesses will seek the advice of business coach or consultant.

Recently, our CEO sat down with Josh Patrick to learn how companies can overcome this problem and begin to truly thrive. **In this blog, Hollywood Branded learns how you create a business you love, where not only your work is valued, but you're creating profits. We discuss all of this with Josh Patrick of The Sustainable Business.**

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Sustainable Products vs. Sustainability Practices: A Clear Brand Winner

By Allie Duke, July 1, 2020 at 6:23 AM

Case Study: Adidas and Allbirds' Sustainable Product Launch

Consumers are going green, which means companies need to make some changes if they want to keep making sales. Companies have been focused on increasing the sustainability of their businesses but there is still a gap in the market for innovated sustainable products. Adidas and Allbirds have decided to fill that economic gap. Both companies recently announced that their upcoming partnership will involve them creating the first shoe with a zero-carbon footprint. This is a smart move for both brands, but bad news for competing sneaker companies.

So how do other brands compete? There are lots of companies who have already started sustainability partnerships, but what about sustainable partnerships, and what is the difference between the two? **In this blog, Hollywood Branded discusses the differences between creating a sustainable brand versus a sustainability plan, and which one brands should take advantage of right now.**

[Read more »](#)

The Multifaceted Branding Power of the Music Industry

By Alex Ryan, June 30, 2020 at 4:20 PM

Music is Everywhere

Any music video you engage with, any artist's instagram you follow, and any commercial you watch is infiltrated with the ever-expanding branding market that is associated with the music industry. Brands are always looking for ways to engage with musicians, and although it may not be easy to land, the rewards are unparalleled.

Music brings brands to the next level, and being able to secure an effective song or a big name artist can escalate your brand, almost immediately. **In this blog, Hollywood Branded discusses why brands should partner with musicians and the different kinds of integrations that are possible within the industry.**

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Real World Brands Through Product Placement in Zootopia [Infographic]

By Alexa Mancilla, June 29, 2020 at 7:30 AM

Zootopia Rocks The Box Office... And The Brand World

Covid-19 disrupted the entertainment industry, pushing back movie releases and closing theaters. One new strategy that companies like Disney and Universal are capitalizing on is re-releasing fan favorite films in the movie theaters that *are* open throughout the U.S. Disney's *Zootopia* and *The Avengers* are two examples of films re-released in an attempt to (safely) invite fans back into theaters, immensely driving theatrical gross profits up.

In fact, *Zootopia* brought in an extra "\$280K, putting its lifetime total at \$341.5M," according to [Deadline](#). And this is a boom not just for the studio, but for all the 17 brands featured in the film that have a slight twist to their name, making them more real to the film. *Zootopia* expertly brings in real-world brands into the world of talking animals; with plays on brands like Lululemon and Target, the film relies on brand recognition within its product placement. Bearberry, Hoof Locker, Lucky Chomps all got starring roles that will continue to appear for the decade decade plus. The growing success that *Zootopia* has found is not unique, and serves as an excellent example of unique ways to integrate a brand into a fictional film, that keeps delivering impressions. **In this blog, Hollywood Branded shares our infographic and insight on how smart brands have leveraged *Zootopia* to become part of the animated world through product placement, which will keep delivering impressions front and center to engaged families for the next decade or more.**

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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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