



[Listen To Our Latest Podcast Episode →](#) | [Request A Call →](#)

Hi there,

Misconceptions abound when it comes to how product placement works, even with producers and those on set! This last Tuesday in partnership with Film Independent and ERMA (the product placement industry's entertainment marketing association) I was honored to be able to provide a presentation for producers on how to build better partnerships with brands, followed by moderating a panel of 5 brilliant veteran brand and industry experts.

All told, our audience had thought leadership being provided from over 160 YEARS of combined experience of crafting brand partnerships on sets! And we all said the same thing: brands and productions work best when you are able to create a mutually beneficial partnership (and surprise! it's not all about money)... The secret here is digging in to find ways the brand/production can help each other find success. Trade of goods and/or co-branded marketing is the winner time and time again for so many brand categories.

A big shout out THANK YOU to panelists Gary Moore, Michael Shrager, Mimi Clarke, Mimi Slavin and Ryan Westheimer, and hats off to Mark McFann and Paul Cowling for being the brains behind creating this great event!

Film Independent offers brands phenomenal opportunities for partnerships year round - from the star studded Spirit Awards gala the day before the Academy Awards, to ongoing education and events year around decision makers in the film community and celebrities alike. Interested in exploring better ways to grow your brand through Hollywood events and partnerships? Give our team a shout!! And now... on to our weekly blog recap.

- Stacy

Kendall Jenner's 818 Tequila Launch Marketing Strategy

By Alondra Santamaria, June 4, 2021 at 7:30 AM

Create Buzz And Receive The Bucks

Kendall Jenner launched her tequila brand called 818 on May 17th in a very creative way. She drove through LA on a big green truck with the numbers "818" written on it, surprised visitors where the tequila was being sold, and made herself the talk of the town. Now that's how you launch a product!

This marketing strategy had Kardashian written all over it! **In this blog, Hollywood Branded shares how Kendall Jenner's 818 Tequila launch was a marketing success.**

[Read more »](#)

How To Market As A Music Artist With Margarita Monet

By Maya Dolan, June 3, 2021 at 7:30 AM

Using Social Media Marketing To Drive Success

Have you always wanted to start a band? Are you curious about the music industry?

Recently, our CEO, Stacy Jones sat down with an expert in music marketing and heard about her experience as a musician and how marketing and social media have been important tools to drive the band's success. **In this blog, Hollywood Branded learns how to market as a music artist from the expertise of Margarita Monet, lead singer of Edge of Paradise.**

[Read more »](#)

Why You Should Consider Whitelisting

By Greg Smith, June 2, 2021 at 7:30 AM

Get Your Sales In The Black With Whitelisting

Influencer marketing is now a crucial strategy for most brands to incorporate into their digital marketing efforts. Yielding wildly successful results, it's a medium that will drive your brand awareness and with advanced targeting techniques, you can effectively reach the exact demographic in your consumer base.

Whitelisting is now one of the newest approaches to influencer marketing and many brands have found it to be a gamechanger! **In this blog, Hollywood Branded examines how whitelisting works and why you should consider it in your influencer marketing strategy.**

[Read more »](#)

Is Your Brand Considered "Cheugy"?

By Juliette Roberts, June 1, 2021 at 7:30 AM

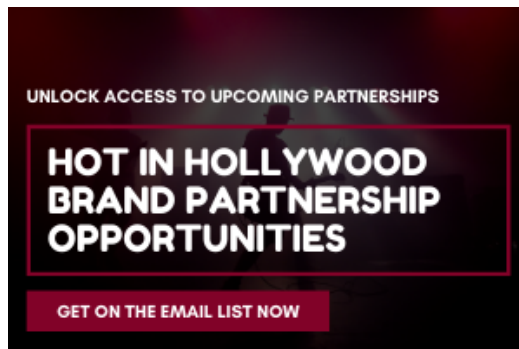
What Is Cheugy?

Has anyone else heard the recent trending word on TikTok, "Cheugy?" Cheugy is pronounced (Chew-Gee) and its [definition](#) is deemed as someone who is basic, outdated and trying too hard. Not an easy pill to swallow for some people reading this right now...

To nobody's surprise, Cheugy is a word that was created by Gen-Z that was completely made up in order to make fun of people who use brands and do

things that are no longer cool and considered basic. A TikTok a few weeks ago went viral, by TikToker Hallie Cain, where she shared the definition of Cheugy and had some examples to follow up with it. **In this blog, Hollywood Branded will show 5 examples of things that people do or buy that are "Cheugy" and why brands should understand what this new trending word means.**

[Read more »](#)



Hollywood Branded Inc., 110 Lomita Street, El Segundo, CA 90245, United States, 3107505363

[Unsubscribe](#) [Manage preferences](#)