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Hi there,

A few weeks ago I mentioned the return of music festivals and events - and WOW have the opportunities been growing in size and number! LA is going to be kicking off the cobwebs of Covid by lighting up our music scene with the upcoming BET Awards with the top A-list talent flocking to attend pre-event record label weekend house party events, album launch parties and the awards themselves.

Which means... last minute sponsorship opportunities exist for brands who want to kick off their summer to fans/consumers very eager to engage again with pop culture after a year of no events. These partnerships can yield massive media outlet and social media coverage - and get brands in front of those trend setting artists. Interested in finding out about upcoming options? Shoot me a note and we'll share opportunities! And now on to our weekly blog recap...

- Stacy

## TikTok Is A Business Tool

By Eduardo Tellez, June 11, 2021 at 7:30 AM

### The Age of Social Media

The rise of digital consumption is already here and has been for some time now. We see it with podcasts, YouTube channels, streaming platforms, and countless other examples showcasing the rapid growth of the online world.

A perfect example of growth in technology leading to new marketing tactics is TikTok. Aside from its contagious trends and entertaining nature, it has helped transform businesses and transcend influencers' personal brands. **In this blog, Hollywood Branded shines a light on how to utilize TikTok as a business tool rather than a social tool.**

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## Out of Home Advertising with Melissa Howell

By Maya Dolan, June 10, 2021 at 7:30 AM

### Taking A Traditional Approach To Advertising

As a millennial in an old school industry, our recent podcast guest works to convince digital and social heavy brands to cut through the clutter and take a chance on a more traditional advertising approach.

Recently, our CEO, Stacy Jones sat down with an expert in outdoor advertising and experiential marketing. **In this blog, Hollywood Branded learns all about Out of Home Advertising from the expertise of Melissa Howell, the Director of Client Partnerships at Wilkins Media.**

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## Brand Commercials That Re-Wrote Popular Songs

By Allie Duke, June 9, 2021 at 7:30 AM

### Why Your Company Should Consider This Advertising Strategy

If you've been watching TV lately, you may have seen the new Cheetos commercial featuring Mila Kunis and her husband, Ashton Kutcher. In the commercial, Kutcher sings custom lyrics from Shaggy's hit song; "It Wasn't Me," about how he has repeatedly "caught" Kunis eating all of the Cheetos in different locations of their house.

Shaggy even makes a guest appearance in the extended version of the commercial to tie it all together. The commercial brings together one of Hollywood's biggest power couples, a favorite snack among Americans, and an "oldie but a goodie" song from the 2000s. This isn't the first time a brand commercial has re-written the lyrics to a popular song, nor will it be the last. This advertising strategy not only boosts sales, but it also aligns the brand with specific audiences who may be fans of the song. **In this blog, Hollywood Branded will look at how songs became important parts of commercials, examples of other brands who re-wrote songs, and how your brand can take advantage of this beneficial, advertising strategy.**

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## How Celebrities Have Found Success By Launching Beauty Brands

By Maya Dolan, June 8, 2021 at 7:30 AM

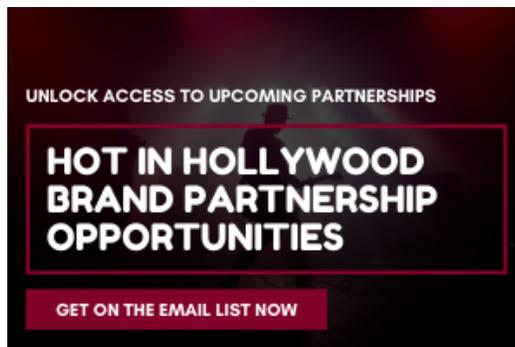
### The Hottest Celebrity Accessory This Season

The allure of celebrity beauty routines is nothing new, as big names have been setting the standard of beauty since Cleopatra made the "cat-eye" cool. With the rise of social media, we have been able to gain an inside look into the routines of our favorite celebrities by following their glam squads and viewing tutorials created by the celebs themselves (Hello, [Ariana Grande 2012 Tutorial](#)).

This has made it much easier for fans to practice recreating celebrity looks step by step. However, in recent years, many, many famous names have been taking it to the next level through releasing their very own beauty brands,

whether it be makeup or skincare focused. **In this blog, Hollywood Branded shares how celebrities have found success by launching beauty brands.**

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