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Hi there,

As a team, we are heartened to see that more and more productions are announcing daily that they are casting and gearing up for pre-production - the time when we start making product placement deals happen. While it will take some time yet for productions to shoot in Los Angeles, there are many parts of the world and this country where productions are returning, although there will be of course major changes. Smaller crews. Shortened filming cycles. Locked down sets with pre-shoot quarantines and daily testing, where the cast and crew spend 24/7 together, away from the outside world. The world of film and TV is ramping up again - just a little differently.

The influencer campaigns we have been building for clients are doing extremely well. Mother's Day was a big success for our client PassionRoses, where influencers shared their love - and made excellent content (and extra content!) to be used on the brands' social feeds. Overall, we are seeing upticks in views and engagements, due to everyone's heightened time spent online. Influencers are very open to talk partnerships - whether fee based or trade.

Shoot me an email and we can schedule time to chat if you want to discuss the 2020 Q3 and Q4 pop culture marketing landscape.

And now on to our weekly blog recap...

## **How Influencer Houses Can Keep Creating Content During COVID-19**

By Stacy Jones, May 15, 2020 at 7:08 AM

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### **Despite Social Distancing, Content Creation Can Continue**

A few weeks ago, when we all were first waking up around the country to our new roles of living in a horror movie or series, I had the opportunity to speak with Business Insider's Lindsay Dodgson regarding the impact of COVID-19 on the business of influencer marketing. Specifically, we had a chat on how influencer houses can keep producing content despite social distancing regulations.

The fact is, there is no reason why influencer houses can't keep on ticking along as they continue to produce TikTok and Instagram content. They just need to be savvier and safer. And in fact, it's really rules that could apply to everyone now, and in the future when COVID-19 restrictions come back again in play. **In this blog, Hollywood Branded**

**shares our perspective on why influencer houses can keep creating content during COVID-19 (and your own friends and family staying together).**

[Read more »](#)

## **Automate and Innovate Your Online Advertisements with Orlando Rios**

By Greg Smith, May 14, 2020 at 8:00 AM

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### **Paid Ads Pay Off**

Leveraging the power of digital marketing to increase sales is every businesses goal, and many will invest hundreds of thousands before they really see a return. How do we know when an ad is working before the campaign has finished? This is the burning question on everyone's mind.

Recently, our CEO sat down with an expert in paid online advertising to discuss his experience in successful online marketing. **In this blog, Hollywood Branded learns how to drive your business through digital marketing from the expertise of Orlando Rios of Dropkick Ads.**

[Read more »](#)

## **3 Ways Brands Can Run Marketing Campaigns on TikTok**

By Edelyn Mansur, May 13, 2020 at 6:15 AM

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### **Including Options That Don't Require Advertising Dollars!**

As the most downloaded app in the world in 2020, TikTok is full of brand opportunities. With its rapidly growing user base – especially younger millennial and Generation Z demo – it has become a very promising platform for brands to market on.

The platform, which allow users to make, edit and post :15 second to :60 second videos only recently developed and launched its advertising process – which is relatively pricey as compared to Facebook and Instagram. This, coupled with the fact that the platform is relatively new, make it understandable that brands have some apprehension on how to start their foray into TikTok marketing. And in fact, there are multiple ways to use TikTok as a marketing tool without using their paid advertising options. **In this blog, Hollywood Branded shares 3 different ways your brand can run brand campaigns on TikTok.**

[Read more »](#)

## **Rise Of eSports During COVID-19**

By Feng Qiu, May 12, 2020 at 6:31 AM

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### **Sports Fans Will Find A Way To Watch Sports - Even Fictional Gaming**

So far, 2020 has not exactly turned into the best of years due to the COVID-19 outbreak - especially for sports brands and those that advertise in sports marketing. Because of social distancing brought to limit the spreading of the virus, almost all sporting games and events including the major leagues have been either postponed or canceled for the foreseeable future.

However, COVID-19 is not a complete disaster to all sports. One sports league event has been on the rise in recent years, and is now experiencing an all out explosion of popularity both with very engaged fans who have no where else to turn for competitive play, and for brand advertisers. What am I talking about? eSports - where brands are heralding eSports as their new mecca to advertise within. **In this blog, Hollywood Branded discusses the rise of eSports during COVID-19.**

[Read more »](#)

## Licensed Product Lines From Film & TV

By Stacy Jones, May 11, 2020 at 12:51 PM

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### So Hip That Fans Are Knocking On Your Door For Purchase Opportunities

Don't you want to be the brand that broke the mold and done a little something extra to make yourself super cool, and highly purchasable? Going it alone isn't necessarily so easy but partnering with another brand that already has that aura of cool is an opportunity that if leveraged right, leads to major success. And that is what happens when brands create licensed lines around pop culture - specifically the brand partner being a feature film or TV show.

For brands interested in leveraging the world of entertainment, partnering with a TV show or a feature film, at the very beginning, can lead to major brand wins. **In this blog, Hollywood Branded looks at how some brands have leveraged pop culture to create licensed lines from TV shows or feature films, and how these new brand lines get massive consumer attention and have built in buyers from the get go.**

[Read more »](#)

**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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