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Hi there,

Every day more TV shows are being picked up for the fall season by the major networks, and upcoming movies and streaming content are having casting announced. Hollywood is starting to figure out next steps, as films and TV show productions are starting to make plans to begin filming in other states outside of California.

Many of the daytime and evening network talk shows are shooting their last episodes right now, with a few opportunities still available this summer to air branded content around Father's Day and 4th of July, and others are already planning for their September re-launches back in studio and busily discussing partnerships right now. In other words - we see life is returning to our new-normal, which includes a massive amount of TV and film content about to begin filming to make up for lost time.

Yes, there will be 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.

All with brands still being cast in central roles, to become part of the storyline.

My most anticipated film of the year for brand partnerships, Legally Blonde 3, just hired Mindy Kaling and Dan Goor on as writers. I've been in love with the franchise for brands ever since I did the Legally Blonde and the Clairol Herbal Essences partnership in the film's opening credits and a massive cross promotional partnership all the way back in 2001. I'm super excited to begin creating more partnerships with this solid franchise hit.

Our team is here and ready to chat all things Hollywood - just send us a note to connect (and stay safe!)

- Stacy

And now on to our weekly blog recap...

10 Celebrities And Their Beauty Brands

By Paige Brody, May 22, 2020 at 6:30 AM

Becoming Their Own Marketable Product

When you're a big name celebrity, you are not just a triple threat who can sing, dance, act... you now must also be able to create. For today's celebrities, when you are building

your brand it is all about either creating your own line extension within an existing brand, or starting your own brand from scratch.

This is why (smart) brands proactively work to build relationships with celebrities in order harness these marketing powerhouses into turnkey licensing campaigns that are a step above the standard of a traditional celebrity endorsement. Celebrities more so today than anytime in the past want to have a stake of ownership in what they are aligning their face to, and they know they have the ability to really help market to their core followers - and share in the profits. **In this blog, Hollywood Branded takes a look at 10 celebrities that have launched their own skincare and beauty brands or created a line extension within an already established brand.**

[Read more »](#)

Mental Health And Company Culture With Michelle Dickinson

By Greg Smith, May 21, 2020 at 8:00 AM

Creating A New Culture: Become An Agent Of Change

Building a company culture promoting a positive attitude toward mental health is perhaps more important now than ever before. In the wake of COVID-19, employees need to be able to address the reality of the conditions we are living in and how they can impact mental health. Creating a new culture embracing the spectrum of mental health is the best way to succeed personally and professionally.

Recently, our CEO sat down with an advocate of change in the perception of mental health within company culture. **In this blog, Hollywood Branded explores how to become an agent of change in company culture to support team members through difficult times from the expertise of Mental Health Trifecta's Michelle Dickinson.**

[Read more »](#)

Hollywood Branded In The Media April 2020

By Stacy Jones, May 20, 2020 at 7:18 AM

One Big Massively Powerful Press Piece In The Time Of COVID-19

As an agency, we (of course) love free publicity. But it is more than that. We love helping educate people on the ins and outs, the overall best practices, and the mistakes to avoid along the way to create awesome pop culture marketing strategies.

That way, whether the brand marketer works with our team, another agency or does it in-house, we are able to help provide some guidance and make sure success is found. Because quite frankly - it's not the easiest marketing strategy to successfully pull off. But we also know leveraging pop culture as a marketing tool is one of the best ways you can differentiate your brand, stand out and ultimately that required mecca - drive sales.

In this blog, Hollywood Branded shares top product placement, celebrity and influencer media interviews in April including one stellar Forbes interview and a

couple of translated global articles that found new life. In the midst of COVID-19, we are happy for any articles sharing our marketing viewpoint - Forbes is our win for the month!

[Read more »](#)

How to Leverage Music Videos for Branded Content Partnerships

By David Di Miele, May 19, 2020 at 6:30 AM

Music Product Placement Is Not Just For Teenagers

A rapidly evolving media landscape is changing the way people consume content. For traditional film studios and television networks, this evolution is worrisome as it threatens the business model on which they have built their media empires.

But for marketers, the increase in content producers and digital platforms has created an explosion of new opportunities for branded content partnerships in the entertainment marketing space. Nowhere is this opportunity clearer than in the streaming music videos space. Featuring a product in a music video is now easier than ever before, and a marketing strategy more brands should consider. **In this blog post, Hollywood Branded discusses how to leverage music videos for branded content partnerships, and the different decisions marketers face.**

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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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