

MARKETING MISTAKES + HOW TO AVOID THEM
PODCAST HOSTED BY STACY JONES

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Hi there,

Covid-19 has presented many unexpected new and phenomenal opportunities for our team. Earlier this fall, we were extremely excited to be invited to join a startup with some of the biggest names in tech and business to help build from scratch, and launch, an influencer-driven fashion e-commerce app backed by cutting edge AI technology. Styled similarly to TikTok, each video allows users to Swipe.Like.Buy the clothing and accessories being worn in the videos across endless brands and in one shop found in many apps. Plus the data analytics tools allow brands incredible insights to shopping habits and to which influencers truly impact sales.

We're still working on the full launch of the Wardrobe In Motion (WIM) website, but you can get a sneak peak at <https://wardrobeinmotion.com> - and also download the app. We really use your help as we need downloads to test it - and I'd **SO APPRECIATE IT** if you would leave a review if you like its potential! We have a lot of very cool influencers. I'd love to hear other ideas of how you think we can make it even better!

We are incredibly excited about Wardrobe In Motion (WIM) and are currently adding more fashion and beauty brands to it, so if you know of anyone interested, holla at us. We'll shout!

- Stacy

And now on to our weekly blog recap...

Brand Guide To TikTok Star Addison Rae's Sponsored Instagram Posts

By Juliette Roberts, October 30, 2020 at 6:30 AM

I Need A Bad (Bleep) Uh Addison Rae

Addison Sterling Rae, one of the first top rising stars of TikTok when the platform first released, is now the highest paid earning person on the app. Her fame stems from over 10 million followers on TikTok, a song ("Addison Rae" by Kid LAROI), her own apparel and makeup line, and more.

Last year, Addison generated [\\$5 million](#) from social media, and since then she has only become more well-known. **In this blog, Hollywood Branded provides Addison Rae's sponsored posts, and how brands could benefit from partnering with huge TikTok stars like her.**

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How to Market a New Travel Business with Yann Barbaroux

By Greg Smith, October 29, 2020 at 10:49 AM

Marketing In The Travel Industry

Ever have issues with flight cancellation? We all have! It can be a real pain and sometimes there's just nothing you can do about it, right? Well, that might not be the case for Yann Barbaroux.

Recently, our CEO sat down with Yann Barbaroux, Co-Founder & Head of Analytics of Flyion, a service designed to help travelers get compensated in case of flight cancellations. **In this blog, Hollywood Branded examines how to market a travel business, even during COVID-19 - from the advice and expertise of Yann Barbaroux.**

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Glossier's Strategy To Becoming a Millennial-Favorite Brand

By Sierra Cox, October 28, 2020 at 6:45 AM

How To Create A Cult Following....

Even without the use of any retailers or influencers, Glossier has become an extremely successful makeup brand, a fan-favorite and trendy icon for millennials and Gen Z. As a direct-to-consumer brand, whose signature look focuses on natural glows and sheer finishes, has built a diverse community online for all women to share their experiences and feel connected in their love for beauty.

How exactly has Glossier built such a strong customer base without traditional means of brand-building? **In this blog, Hollywood Branded examines Glossier's unique marketing strategy, maintaining engagement with their customers by keeping things relatable and fun while fostering an inclusive community.**

women.

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Case Study: How Product Placement Saved Chuck

By Sierra Schade, October 27, 2020 at 7:00 AM

Your Brand Can Save The Day

When you look into how product placement can help your brand, it can become overwhelming to figure out the benefits of how it works or just how powerful it can be. It is not necessarily an easy question to find an answer to as there is no one-size-fits-all response. However, what we do know for certain is that when it's done right, it can provide significant benefits for both your brand and the productions it's involved with.

Fan-favorite NBC dramedy *Chuck* was once on the verge of being cancelled, but thanks to some creative campaigning and a strong partnership between the show and Subway, the show was able to have a successful run. **In this blog, Hollywood Branded shares a case study on the *Chuck* Subway brand integration and how it saved the show from cancellation.**

[Read more »](#)

Top Celebrity Beverage Endorsers

By Stacy Jones, October 26, 2020 at 7:30 AM

How Celebs Sell Sports Drinks And Soda Pop

With Beyonce's investment in WATERMELON WATR, a sports drink company, she joined a growing trend of celebrities investing time, energy and (gasp) sometimes money in non-alcoholic beverages. And these partnerships have been a game changer for both the brand and the celebrity in terms of sales, as many of these partnerships

mean a lot to the brand, as all of a sudden, the brand is able to compete against Fortune 1,000 brands in terms of celebrity cache and garner fan interest through enormous endorsement fees. **In this blog, Hollywood Branded looks at the latest trend of celebrity beverage endorsers and what big names are behind the most successful alcoholic beverage partnerships.**

[Read more »](#)

And then what? Sign up for the All Pass access to our sessions from our [Marketer's Content Playbook](#) virtual summit!

Speakers who joined the event are some of the top thought leaders from the world of brands, agencies, media, influencers and Hollywood on content marketing and culture partnerships.

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