

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

EXPERTS BRANDED  
A DIVISION OF HOLLYWOOD BRANDED

MARKETER'S CONTENT PLAYBOOK  
HOW TO INCREASE SALES THROUGH CONTENT PARTNERSHIPS  
POWERED BY HOLLYWOOD BRANDED

HB  
HOLLYWOOD BRANDED

AS SEEN FEATURED IN

Forbes *The Sun* Entrepreneur *50m INSIDE* WALL STREET JOURNAL / REUTERS *The Business of* BOP Bloomberg Evening Standard

JOIN OVER 2,000+ MARKETERS

**INFLUENCER MARKETING SCHOOL**

Where Marketers Learn How To Increase Sales Through Pop Culture + Content Partnerships

**LEARN.HOLLYWOODBRANDED.COM**

Listen To Our Latest Episode → | Request A Call →

Hi there,

Despite Covid-19 surges across the country, the entertainment industry has (mostly) figured out how to safeguard their teams and found ways to keep filming. There are times where productions are shut down, but on the whole, the entertainment industry is comprised of problem solvers and inventors galore. Six of the upcoming projects we're excited to be working on include:

- **Don't Look Up** (Netflix) film starring the phenomenal cast of Jennifer Lawrence, Leonardo DiCaprio, Timothee Chalamet, Ariana Grande, and Meryl Streep. A film that will appeal to Gen Zers all the way through Baby Boomers! In the film, two mid-level astronomers discover a meteorite will destroy earth in six months. A media tour to warn mankind.
- **Euphoria** (HBO) season 2 series starring Zendaya, and follows a group of high school students as they navigate growing up, identity, trauma, social media, and more.
- **Five Eyes** (STX) film starring Jason Statham, where a MI6 guns-and-steel agent is recruited by global intelligence alliance 'Five Eyes' to track down and stop a new weapons technology that threatens to disrupt the world order. Reluctantly paired with CIA high-tech expert, Fortune sets off on a globe-trotting mission to infiltrate billionaire arms broker.
- **The Guilty** (Netflix) film starring Jake Gyllenhaal, who plays a police officer under investigation who is demoted to desk work at an emergency call center. A terrified phone call from a kidnapped woman, he must battle his internal demons in order to save her. This is a remake of the popular 2018 Danish film.
- **Slow Horses** (Apple TV+) series starring Gary Oldman which follows a team of British intelligence agents who serve in a dumping ground department of MI6. Gary Oldman stars as "Jackson Lamb," the brilliant but irascible leader of the spies who end up in Slough House due to their career ending mistakes. Adapted from the Gold Dagger Award-winning British espionage books.
- **Tom Clancy's: Jack Ryan** (Amazon) season 4 series starring John Krasinski in the hit drama series based on the book series by Tom Clancy, and taking place in a storyline where Jack Ryan confronted the forces in power in a dangerous, declining democratic regime in South America.

Interested in product placement or co-promotional partnerships? Then give us a shout, and we can chat about these or other upcoming opportunities! - Stacy

And now on to our weekly blog recap...

## Top 10 Highest-Paid Instagram Influencers

By Alexa Mancilla, November 13, 2020 at 8:45 AM

### And Why They Matter To Brands...

As the world around us changes rapidly, so does marketing. Marketers are constantly trying to think of new ways to promote their products, and more and more are turning to social media influencers to help gain new customers.

Social media influencers are now becoming celebrities in their own right. And because of this, their fans are ready to support them in any way. What better way to start a partnership with the next up-and-coming influencer? **In this blog, Hollywood Branded discusses the top 10 highest-paid Instagram influencers and their deals.**

[Read more »](#)

## Developing Brand Positioning and Personal Branding with Lysa Miller

By Greg Smith, November 12, 2020 at 4:08 PM

### Positioning Your Brand For Success

As social media is now one of the largest components of marketing and branding, it has led to the need for brands to have a more personalized branding. The best way to achieve relevance is to have a perspective on issues that are relevant to your business. But how do you craft your personalized branding to better resonate with your demographic?

Recently, our CEO Stacy Jones sat down with an expert on the topic of personalized branding to discuss how brands can maintain a presence that best resonates with their audience. **In this blog, Hollywood Branded learns how to drive your business through brand positioning and personalized branding from the expertise of Lysa Miller.**

[Read more »](#)

## Eight Of Post Malone's Brand Partnerships

By Brandon Pike, November 11, 2020 at 8:30 AM

### The Power Of Posty

Post Malone is the epitome of the saying "hard work pays off." At just 25 years old, he has a total of nine "Top Ten Hits" on the Billboard HOT 100, including four in addition to releasing chart-topping hits, Post Malone has quite the trophy case; he has won several American Music Awards, an MTV Video Music Award, has been Grammys, and cleaned up this year at the 2020 Billboard Music Awards with nine wins including "Top Artist."

However, his success in the music industry is not just shown by his constant release of hit-after-hit, but also by his unique and alternative aesthetic. Even with the tattooed under his eyes, brands are eager to get Post Malone to support them because of the authenticity that he brings to the market. **In this blog, Hollywood brands who have partnered with Post Malone as a celebrity endorser and how your brand could be the next one!**

[Read more »](#)

## Top Product Placements in You've Got Mail

By Greg Smith, November 10, 2020 at 8:39 AM

### You've Got Placement - Product Placement Holds Up Through The Years As An Advertising Tool

As we are now deep in the fall season, it's the perfect time to cuddle up with a hot cider (or maybe hot toddy) and watch some of your favorite rom-coms. Admit your favorite genre of film, but some of them you just can't beat; they're classics for a reason! While perusing through Netflix recently, I came across perhaps one of the best of all time, *You've Got Mail* and had to give it a rewatch.

With the iconic star power of Tom Hanks and Meg Ryan, this nineties hit truly does stand the test of time. And while their acting is honestly unbeatable, they're not the only stars in the show. In fact, some of the biggest presences they share the screen with are brands. **In this blog post, Hollywood Branded takes a look at the top product placements in *You've Got Mail*.**

[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 culture partnerships.

Build Your Marketing Playbook  
**MARKETER'S CONTENT PLAYBOOK**

[LEARN MORE NOW](#)

WEEKLY EPISODES ON MARKETING + BUSINESS ADVICE  
**INFLUENCER MARKETING ONLINE SCHOOL**

[ENROLL IN ONLINE CLASSES](#)

WEEKLY EPISODES ON MARKETING + BUSINESS ADVICE  
**MARKETING MISTAKES (& HOW TO AVOID THEM) PODCAST**

[LISTEN TO OUR PODCAST](#)

1/11/22, 12:50 AM

Hollywood Branded weekly entertainment marketing blog recap

**OR**

Join Us In A Conversation

**BE OUR SUPER STAR PODCAST GUEST**

Yes, PLEASE...

---

Follow Us: [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#) | [YouTube](#)

Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | [info@hollywoodbranded.com](mailto:info@hollywoodbranded.com)

You received this email because you are subscribed to Hollywood Branded Blog Subscription from Hollywood Branded. Update your [email preferences](#) to choose the types of emails you receive. [Un](#)