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Hi there,

Happy Labor Day! I hope you are getting a little well-deserved downtime over this 3 day holiday weekend.

As one day seems to just roll into the next in our new work-at-home normal, the clock has actually counted down to a new fall TV season, with daytime and night for the 2020 - 2021 Season! We're building partnerships for our clients for brand launches, new marketing campaigns and holiday season - and if you have interest in 2020, now is the time to be planning and locking in segment integration partnerships. Also... be sure you sign up for our **free** monthly Marketer's Content Play series - the next 4 session event will be on October 21st (we are officially pushing our September date to October) and [sign up here!](#) As a reminder, if you haven't subscribed to our new "Hot In Hollywood" bi-weekly newsletter make sure you do. The e-newsletter features the newest Hollywood and influencer opportunities for brands to [at this link!](#)

- Stacy

And now on to our weekly blog recap...

Building a Branded Virtual Event During the New Normal

By Erin Zhang, September 4, 2020 at 7:15 AM

The New & Improved Social Gathering

With social distancing measures ruling all corners of our lives still, large gatherings of any kind aren't happening anytime soon. Prior to COVID, these events were a great way for brands to hop on as sponsors or hosts. Virtual events have become the new normal –across all industries and aspects of our lives.

Whether it's a digital rendition of a live performance, film screening, industry conference, or skill sharing course, brands are reimagining traditional ways they interact with their audience. **In this blog, Hollywood Branded examines how cost-effectiveness and extended audience reach make virtual events appealing --along with three other amazing ones!**

[Read more »](#)

Looking and Sounding Like a Pro on Camera with Maria Ngo and Ray DuGray

By Greg Smith, September 3, 2020 at 8:43 AM

Lights, Camera, Advice!

Have you ever taken media training in case you need to be on an interview? You may think it's unnecessary for your role at work, but the truth is everyone should take media training at some point, especially if you're in marketing!

Recently, our CEO Stacy Jones sat down with two experts in celebrity interviews that learned everything they know from moving to Las Vegas and starting their own media company. **Hollywood Branded learns how you can improve your on-camera presence in order to look and sound like a professional host from the advice of Maria Ngo and Ray DuGray of VegasNET Media.**

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Hollywood Branded Best Of: Influencers

By Alexa Mancilla, September 2, 2020 at 7:30 AM

Influencers Are The Key To Success In Branding

While celebrity partnerships are always sought after and prove to be surefire successes when it comes to brand deals and sponsorships, not every company can afford to partner with A-List celebrities that will catapult their brand to overnight success.

That being said, social media influencers across all platforms are quickly becoming more and more well-known by all; which makes them perfect partners for brands. **In this blog, Hollywood Branded shares some of the agency's best blog posts on marketers on utilizing influencers for your next brand deal.**

[Read more »](#)

Why Spanish-English Crossover Artists Are The Perfect Brand Partners

By Alexa Mancilla, September 1, 2020 at 7:15 AM

Music Has No Language

No matter what language you may be proficient in, you can find comfort from music in any language. Even if you can't understand completely what is being said, song can often speak to a person more than the lyrics can. That, to me, is the most beautiful thing about music; it truly transcends all barriers.

Many successful Latin musicians have seen that their success can be world-wide, and decide to capitalize on this by creating music that their English-speaking fan base can enjoy. **Hollywood Branded evaluates successful partnerships from top crossover Latin musicians and how brands can be recognized, grow, and partner with similar artists.**

[Read more »](#)

How To #4: 9 Steps To Using The Beat Of Music Marketing To Increase Sales

By Stacy Jones, August 31, 2020 at 9:28 AM

Music Marketing Is Not For Kids

Think music videos and artist brand partnerships are just for kids? While it is often assumed that tweens and teens are the predominant target group, this is not always actuality, the 45+ age group is the largest music buying demographic.

Turns out you may want to reconsider marketing opportunities with one of the highest ROI's available in the world of entertainment marketing – and daresay, **advertising in this blog, Hollywood Branded looks at how brands can best harness the power of music.**

[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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Hollywood Branded weekly entertainment marketing blog recap

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