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Hi there,

Easter has always held fond memories for me of living in Texas and dressing up in cute frilly dresses as a child, while racing through a group Easter egg hunt looking for aluminum wrapped eggs which would mean I had won a baby chick to raise (something my parents found I was a little too good at when I came home with 4 one year).

As an adult my husband proposed to me with a ring cleverly hidden in an Easter egg in a Holland chateau in Rotterdam, with the champagned couple we were with taking up the nose camera shots to help memorialize the day. Those pictures are really...something else.

And while children across the nation Sunday hunted for their own candy and money filled egg surprises this weekend, Easter egg moments today mean a little something else. These are those hidden little clues, references, or inside jokes that are placed into movies, episodic series and video games - where if you are in the know, you have a whole new world opened to you of hidden little surprises.

Easter egg moments also exist with product placement, with products sitting alongside or grasped in the hand of an actor, providing insights in telling the story of who the character is. An affluent character? Luxury brands abound. A college student who is rationing their budget, more affordable younger trending brands will be in the scene. In fact, there is a brand for every character where each will in return help reinforce the 'who' of both the brand and individual, in a visual video moment painting more than what a thousand words could accomplish on their own - and on a global scale.

If your brand is ready for your own Easter egg moments to live in perpetuity on screen, give us a shout. The fun is in the hunt of finding that perfect partnership, and bringing it to life.

And now on to our weekly blog recap...

- Stacy

Creating Content With Influencer Marketing

By Greg Smith, April 2, 2021 at 7:30 AM

A Constant Need For Content

You hear it all the time as it's now an unavoidable fact of marketing: content is number one. It's crucial to have a wealth of content for all your digital marketing efforts. You want to be posting often and consistently.

Not only do you need to be posting content regularly, it needs to be good! This of course sounds obvious but specifically, your content needs to be high quality images and speak to current trends of the time and season. How then do you solve the problem of constant content? **In this blog post, Hollywood Branded examines how brands can use influencer marketing for a content creation strategy.**

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How To Effectively And Efficiently Grow A Startup With Hamlet Azarian

By Sela Mueller, April 1, 2021 at 7:30 AM

Where Do Startups Start?

It goes without saying that startups are tricky in every stage! From coming up with a solid idea to trying to understand your target market, and beyond to actually managing a successful business, it's hard to know how to make the wisest decisions and go about things!

Recently, our CEO sat down with a seasoned individual in this area of expertise. **In this blog, Hollywood Branded learns how to effectively and efficiently grow a startup with Hamlet Azarian, CEO of LinkSignal.**

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Tech You Need To Better Market Your Brand

By Sadie Jones, April 1, 2021 at 1:04 AM

The Key To Success

Marketing is a key function for any business. The more you perfect your performance in this area, the more it's going to show in your profits, so it's something you should always be seeking to optimize. In a world where marketing increasingly takes place online, it's vitally important that you've got the technology needed to market your brand. This will allow you to automate certain processes and get the best out of your brand marketing efforts.

You might be doing lots of things right with your marketing, but it could be that your tech is holding you back. **In this blog, Hollywood Branded explores the tech you need to better market your brand.**

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How Brands Partner With Pop Culture To Create

Licensed Products

By Maya Dolan, March 31, 2021 at 8:38 AM

Taking Pop Culture Promos A Step Further

Licensing agreements are usually beneficial to everyone involved. The licensor (the owner of the intellectual property) gets paid royalties by the brand who wants to use their image, which can give them additional advertising and help save a lot of their promotional budget. Additionally, the brand (the licensee) benefits by gaining exposure from cobranded promotions and the attention of fans who may not have been previously interested in their products.

Both the licensor and the licensee help each other out and the fans get to enjoy all of the exciting, co-branded products! **In this blog, Hollywood Branded examines the way brands have partnered with pop culture to create licensed products and lines.**

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Benefits Of Effective Project Management In Marketing

By Sadie Jones, March 30, 2021 at 11:58 PM

Making Marketing More Effective

If you work in marketing or at an agency, you probably won't need to be told about time pressures and how they can affect your ability to explore the effectiveness of your strategies fully. You're also aware that this leads to last-minute solutions and their effect on your results. In an ideal world, you'd have the time to work out a strategy in detail, having all of the information you need (especially from your client) well in advance so that you can clearly identify specific objectives and how to work towards them.

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Travis Scott: Superstardom In the 2020s

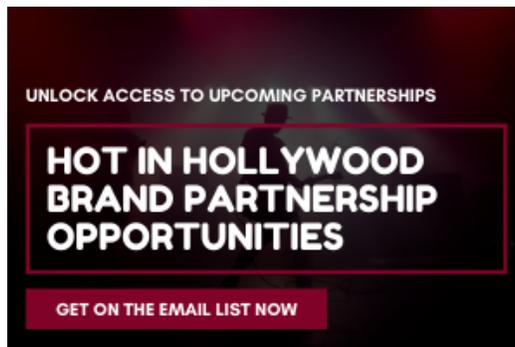
By Skander Ayachi, March 30, 2021 at 9:27 AM

How A Kid From Texas Became The Face Of The Biggest Company In The World

With the rise of social media, the concept of a celebrity has changed significantly. Larger-than-life celebrities like Madonna, Britney Spears and Michael Jordan are almost non-existent in the internet age.

The days of celebrities being one-trick-ponies are behind us. We almost never see a celebrity with their own signature meal at a major fast-food chain or a signature shoe. **In this blog, Hollywood Branded examines how Travis Scott, arguably the world's biggest influencer and marketer, has become a superstar in a modern world saturated with blue check marks.**

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