

## SIGN UP NOW!

Want to keep your pulse on what Hollywood has to offer? Sign up now to get on our HOT IN HOLLYWOOD partnerships updates! If you want to be on the actual list then you need to sign up!

[🎧 Listen To Our Latest Podcast Episode →](#) | [📞 Request A Call →](#)

Hi there,

I'm fortunate in that media reach out to me for interviews on a wide range of subjects, from brand partnerships in content, to brand partnerships with celebrities and influencers - and frequently on how celebrity's own actions impact their brand. The last couple of media interviews I have done have been around celebrities, fashion and beauty brands.

Both the beauty and fashion industry have always held Hollywood near and dear to their advertising campaigns, understanding that aligning with the faces of of pop culture are a true driver for sales. What is changing however is the type of celebrity of favor - as many are now looking for a more diverse group of Hollywood talent to help to not only modernize their brands, but to open the door to a vastly younger demographic. [Read my interview with WWD | Yahoo Life! here.](#)

Driven by the success of the likes of Kylie Jenner and her Kardashian sisters, we are frequently seeing celebrities not become the face of a beauty brand, but the actual creator. Check out this article to learn more about how beauty and celebrity joint ventures for color and skincare are a growing trend. [Read my interview with Glamour here.](#)

And now on to our weekly blog recap...

- Stacy

## Brand Partnerships With Film Franchises

By Allie Duke, April 9, 2021 at 7:30 AM

### How These Partnerships Are Beneficial And Competitive

Film franchises: you either love them or hate them. Oftentimes, with these franchises, come huge fan bases and the rights to additional merchandise which can range from toys to home décor.

Partnering with a film franchise seems like a no brainer, but how can you get started and what goes into a partnership of this size? **In this blog, Hollywood Branded will dive into past film franchise partnerships, how they work, and how your brand can start one.**

[Read more »](#)

## How To Build Your Expertise By Providing Education With Terry Hale

By Sela Mueller, April 8, 2021 at 3:01 PM

---

### The Strategy Of Teaching

Have you ever wondered how professionals profit off of their own personal branding and expertise? What stands as a mystery to many of us is common knowledge for popular experts.

Recently, our CEO Stacy Jones sat down with Terry Hale to hear about how it's done. **In this blog, Hollywood Branded learns how to build your expertise by providing education from the expertise of Terry Hale, a master of commercial real estate investing.**

[Read more »](#)

## Consumer Engagement In The Time Of COVID: Drive-Thru Experiences

By Sarah Kistler, April 7, 2021 at 7:30 AM

### Socially Distanced Experiential Events

What did you eat for lunch 5 days ago? How about...the names of all the people you spoke with today? Odds are you probably don't remember (but if you do, I'll have what you're having). In this digital COVID-run world, event marketers are having to work harder to create and offer memorable events for attendees.

It's easy to get distracted when we are experiencing something on screen. We are able to distance ourselves or are pulled out of an environment we've immersed ourselves in on-screen. The result of this is that we aren't as engaged and living in the moment than if we were actually there in person. **In this blog, Hollywood Branded discusses how brands are maintaining consumer engagement in fun and entertaining ways through drive-thru experiences during COVID.**

[Read more »](#)

# The Unexpected Success Of The Travis Scott and J Balvin Meals at McDonald's

By Alondra Santamaria, April 6, 2021 at 7:30 AM

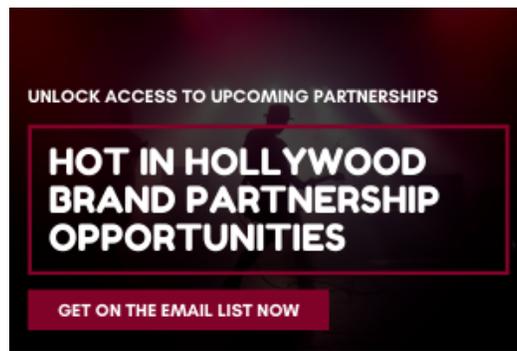
## How The McCelebrity Partnerships Has Saved The Brand

Would you ever buy a \$10,000 McDonald's BBQ sauce or a McDonald's receipt on eBay? That may sound outrageous, but people have done it, and by people, I mean die-hard fans! The loyalty you have for your favorite celebrity is something that McDonald's acknowledges quite well, and trust me, they will use it to their advantage.

This is why they have created strategic partnerships to give fans what they deserve and to try to recover from 2020's unprecedented revenue decreases on their end. **In this blog, Hollywood Branded explores how celebrity partnerships have helped McDonald's cultivate stronger emotional bonds with their customers by the revival of past strategies.**

[Read more »](#)





Hollywood Branded Inc., 110 Lomita Street, El Segundo, CA 90245, United States, 3107505363

[Unsubscribe](#) [Manage preferences](#)