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Hi there,
Award. Season. Is. Over.

That's right. Despite a year of (almost) no films airing in theaters, and the fast tracking of films debuting on streaming platforms - we have made it through the 2020 | 2021 awards season, capped by the feel (almost) of a return to normal with the Oscars airing a live and unmasked event celebrating the wins of the last year, with some massive A-lister star appeal. Two stand-outs during the event to me? The two celebrity endorsed commercials for perfume featuring Zendaya and Julia Roberts that ran during the telecast. Extremely well done in both instances.

It's not too late to get your brand to become part of some of the stories of next years' nominated films - nor too early to be focusing on 2023 film nominees through product placement. Just give us a shout to discuss how we go about identifying which films are more likely to be award contenders, and the types of extensions that can be built including premiere parties and screening events, co-promotions leveraging your brand's media, and both film festival and award show parties. And now on to our weekly blog recap...

- Stacy

Netflix's Plan To Diversify The Entertainment Industry

By Allison Zoey Feraren, April 23, 2021 at 7:30 AM

Netflix's Push For Diversity

Have you ever wondered what a movie or show would be like if it were played by a different actor/actress? Or if a story were told with a completely different cast? Oftentimes within the media, many stories are fabricated in a way that is

not true to reality. When analyzing the entertainment industry, people of color, women, LGBTQ+, and those with disabilities are often underrepresented. Fortunately Netflix has noticed this, and has decided to spearhead efforts to change the narrative.

Portrayal in the media has been a pervasive issue for a while, but due to younger generations stepping up to become vocal on these topics, progress is being made. Visibility in the media is essential as it allows for a diverse array of voices to be heard. Instead of having movies such as Black Panther showcased once a year, Netflix is trying to push for people of color to be seen more frequently so that everyone can find representation through these stories. **In this blog, Hollywood Branded discusses Netflix's plan to diversify the entertainment industry.**

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The Global Success Of K-Dramas And Its Impacts On Product Placements

By Christine Lim, April 21, 2021 at 7:30 AM

The Rise In Popularity Of Korean Dramas

Does everyone remember Tiger King? It was all the hype during the first month of quarantine. But it wasn't the only show that saw major success in 2020. There has been an influx of Korean dramas on Netflix in 2020. *Crash Landing on You*, *Itaewon Class*, and *Start-Up* are some of the hit shows released just last year.

Unlike many American TV shows where product placements are inconspicuous on-screen, Korean dramas are scattered with company logos and product names. Now that K-dramas are available on global streaming platforms like Netflix, a lot of brands placed in these shows are now receiving international exposure. **In this blog, Hollywood Branded explores product placement in K-dramas and how their rise in popularity has affected this indirect form of advertising.**

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5 Products That Have Gone Viral On TikTok

By Juliette Roberts, April 20, 2021 at 7:30 AM

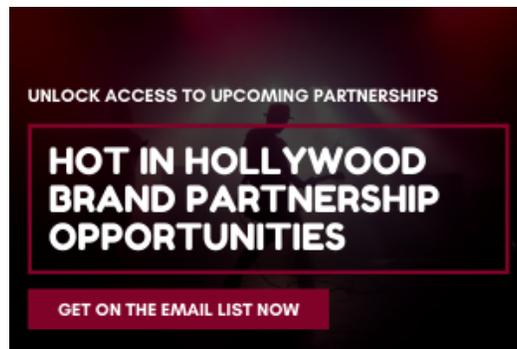
Marketing On TikTok

When TikTok first started off, it was a platform was known predominantly for dancing videos, pranks and funny moments in peoples' lives. TikTok has transformed tremendously over the past year and may be the best platform for brands to market their products.

The newest addition to a brand's social strategy is now TikTok. Users from the ages of [13-40](#) are constantly on TikTok, and brands utilizing this for free

publicity have been able to come out on top. **In this blog, Hollywood Branded will show five brands that have gone viral on TikTok and will provide information on what brands can learn from this.**

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