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Hi there,

I recently embarked on a whirlwind of travel, and a lot of time spent in airports - looking at how brands advertise. There are some brands that are shooting it out of the ballpark, with fun branded vending machines, kiosks, stand-alone stores, and signage that gets attention.

The thing is - all of this awesome branding and specially created window displays have been built out after agencies and brands have spent hundreds of hours collaborating on how to get the brand to stand out and get noticed. And there is another golden opportunity to repurpose that work and get it to shine with some star power. Where? Why in movies and episodic content of course - as product placement!

Just like with on-screen fictional sports games, signage in these scenes makes the storyline feel more real and is a big benefit to the production - and a phenomenal way to get your brand seen on screen in a natural environment that gets it highly noticed. Shoot me a note and our team can chat about all things product placement partnerships and upcoming opportunities!

In this week's article roundup, you will:

- Learn how studios, such as Disney and Universal, are using their respective theme parks as avenues for marketing their films, TV shows, and other intellectual properties.
- Get some insider insight on the production side of brand partnerships when you read highlights of my interview with Rachel Wagner, the Director of Brand Partnerships at Hollywood Branded.
- Get a run-down of the best brand partnerships and celebrity collaborations this last year, and discover what made these collabs so successful - so your brand can accomplish this, too.
- See how content creator, William White, skyrocketed into global fame and gain a better understanding of how influencers create their niche and leverage TikTok to gain fame.

And now...on to our weekly article round-up!

- Stacy

Studios Take Their Intellectual Property To The Next Level With Theme Parks

By Langley Turcsanyi, August 6, 2021 at 8:30 AM

Are Theme Parks Just A Marketing Tool For Studios?

Reflect on your last theme park visit with a marketing lens. There are pretty much endless ways that a Universal or Disney family vacation becomes a major marketing score for the respective companies. Aside from paying for your vacation necessities (actual theme park tickets, resort reservations, and food and drinks during your stay) you prep for the trip with Disney t-shirts to wear to the park, you end up buying bags full of merch, and the whole time you are having an immersive experience of purely Disney or Universal intellectual property.

Take a deeper dive into just how branded a theme park experience is, and how these companies have taken advantage of these very successful opportunities. **In this blog, Hollywood Branded discusses how theme parks offer extremely unique and lucrative marketing opportunities.**

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The Secrets To Successful Brand Partnerships

By Sam Zikos, August 5, 2021 at 9:00 AM

Partnerships From A Production's Point Of View

Brand partnerships are our *thing*. That's what we are known to do, and many members of our team have loads and loads of experience doing just *that* and working in the entertainment industry.

So, recently, our CEO sat down and chatted with one of our colleagues to share her experience in branded entertainment and discuss the production's perspective of brand partnerships. **In this blog, Hollywood Branded shares the secrets to securing a successful brand partnerships from the expertise of Rachel Wagner, who is the Director of Brand Partnerships at our agency.**

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Year In Rewind: The Best Celebrity/Brand Collabs 2020-2021

By Tani Song, August 4, 2021 at 8:30 AM

Celebrities That Made Brands The Talk Of The Town

Last year celebrities rolled their sleeves up and got to work during their unexpected time off in lieu of the pandemic. As a result, we've seen brand collaborations anywhere—from fast-food chains to fashion brands to makeup lines and more. Between the power of social media and celebrities' loyal fan bases, brands have been able to market themselves with exceptional success.

During a time when much of the world had little to do, these celebrity/brand partnerships gave us something to be excited about. Whether it be a TikTok trend or a "while supplies last" sale, some brands got everyone to hop on the

train. **In this blog, Hollywood Branded shares some of the most talked-about celebrity/brand collaborations from the past year.**

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The Power of Nostalgia: A Tiktoker's Rise To Global Popularity

By Tatum Dahl, August 3, 2021 at 8:30 AM

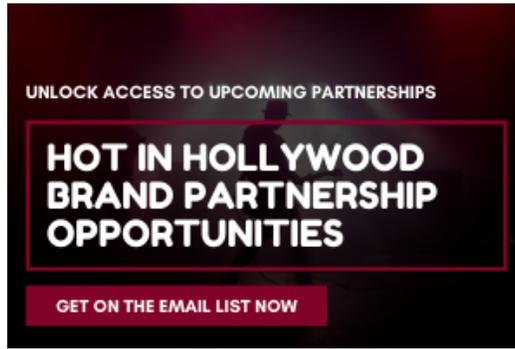
TikTok is for EVERYONE

TikTok is taking over the world, there's no doubt about that. With nearly 700 million users active on the short form video app, TikTok has garnered immense global influence and has begun to attract users from all walks of life. Because of its global popularity, TikTok serves as more than a marketplace for video content. In recent years, TikTok has become a machine capable of skyrocketing the careers of content creators to unimaginable levels.

TikTok's algorithm is unmatched by other online platforms and is coveted for its ability to make a "nobody" into a "somebody" overnight. For 21-year-old Canadian content creator William White (@Whiteyy18) this was just the case. In less than two weeks, White shot from 200,000 to 1.4 million followers and earned verification on TikTok. Unlike many popular creators, White has been carried by a demographic comprised of middle-aged women. **In this blog, Hollywood Branded explores the TikTok career of William White and the power nostalgia has played in his rise to online stardom.**

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