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Hi there,

As a brand looking for ways to get noticed that will help bring viral PR and social media attention, a natural go-to should be aligned to philanthropic efforts - that are powered by someone else. Brands that do good win on so many levels.

You're likely reading this saying to yourself, "duh yeah right Stacy - but it's just not that easy to know what or who will be that magic sauce." And it's not easy - but it is absolutely doable for savvy marketers who think outside the box.

The trick though is to align yourself with something (and someone) that already is getting awareness, that your company and brand can literally ride the coattails of. Celebrities of all types - actors, musicians, high profile influencers, and athletes, can offer that coattail to ride along on. It's the exact reason why brands do social influencer partnerships. And you might even create a mega loyal celebrity fan as part of that partnership along the way.

Polish convenience store chain Zabka did just that recently when they stepped in to help an athlete's cause. Not only did they open the door to a future very authentic celebrity endorsement campaign but they also directly inserted themselves into a feel-good PR moment already in the making. The opportunity came from Poland's Silver Medal javelin thrower Olympian, Maria Andrejczyk, who auctioned her silver medal just two weeks after winning it by announcing the campaign on her Facebook page. Now - it wasn't that she needed the money, or that she didn't find value in having won her medal. It was because she recognized that the power of her own celebrity brand could help literally save a life of an infant in need of complex heart surgery. The technology existed. The funds to do it did not. And she had something of value that she could sell.

It's a lovely feel-good story (you should read about it [here](#)) and speaks highly of Andrejczyk's own celebrity brand and overall well, just goodness as a human. But it is Zabka, the company that stepped up to provide the winning bid (and told Andrejczyk to keep her medal) that also became a major winner.

What brands do YOU think are doing it right? We are writing a blog highlighting some of the top marketing campaigns. Shoot me a note on who you think should be included!!!

In this week's articles, you will:

- Learn how the old-school hobby of crochet made its way on the runway, through being popularized by powerful celebrities (i.e. Bella Hadid, Kylie Jenner, Ella Emhoff) and social media.
- View some highlights from my interview with Katie Dooley, the Founder and Brand Strategist of Paper Lime Creative, and learn why a successful company needs to have visual branding that is both meaningful and consistent.
- Check out 12 movies, with amazing storylines, that are sure to move your marketing team to ideate partnerships, and motivate your team!
- Read 5 examples of celebrity brand partnerships, where famous faces, such as Rihanna, Justin Bieber, and Amy Schumer, have used their personas and stardom to bring pop culture to a number of brands.

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

- Stacy

## How The Pandemic And The Power Of Celebrity Put Crochet In The Spotlight

By Maya Dolan, August 27, 2021 at 8:30 AM

### Not Your Grandma's Knitting

The onset of the pandemic inspired many to try their hand at new hobbies. People made banana bread, became enthralled with TikTok trends, and some people even explored their inner artist. Knitting and crocheting were among the hobbies in which people spent their newfound free time.

Picking up an old hobby turned into something much larger for some people, which is why you may begin to notice knitwear having a moment. **In this blog, Hollywood Branded discusses the way the pandemic and the power of celebrity put crochet in the spotlight.**

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## Better Your Brand By Building Your Visuals: The Importance of Great Graphics

By Sam Zikos, August 26, 2021 at 8:12 AM

### Why Graphics Matter

When it comes to creating a brand, a great logo is important, as this symbol will help others identify your brand, and know what you're about. However, this is only possible so long as your visual branding is consistent, meaning that you stick to one font, and two or three colors.

That being said, while it's good to have a logo, it's even better to have a great one. Yet, in order to achieve this, there are few things you need to keep in mind. **In this blog, Hollywood Branded shares how you can better your**

**brand by building your visuals, from the expertise of Katie Dooley, who is the Founder and Brand Strategist of Paper Lime Creative.**

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## 12 Amazing Movies To Inspire Your Marketing Team

By Sadie Jones, August 25, 2021 at 8:00 AM

### Bring Your Mojo Back!

Is your sales team slacking? Are your marketers doing a "meh" job? If this is you, then it seems like your team is feeling a little uninspired. It's human, it's normal, but it won't help bring dollars, as unfortunately, this sluggishness can take a toll on your biz.

Luckily, we're here to provide a little inspiration, with a list of movies that are sure to help bring back their mojo! **In this blog, Hollywood Branded shares 12 amazing movies that will help inspire your marketing team.**

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## 5 Celebrity Brand Partnerships That Perfectly Harness Pop Culture Marketing

By Tory Noble, August 24, 2021 at 9:50 AM

### These Brands Found The Perfect Celebs To Partner With

What was the first clothing brand you ever saw a celebrity wearing that made you want to jump on the bandwagon and rock that style too? Maybe it was Ashley Tisdale sporting Limited Too-esque looks in the early 2000s or any number of celebs wearing Paul Frank T-shirts or Juicy Couture tracksuits on the red carpet. Whatever your answer is, it serves to prove that we normal folk have been looking to celebrities for cues on which brands are in and which are out for years.

Just like the above examples, there are certain celebrities that are a better match for some brands than others. **In this blog, Hollywood Branded looks at brands that have managed to find and work with celebrities who perfectly embody the style and attitude they want to portray.**

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## HB Round-Up: Alcohol Brands

By Sam Zikos, August 23, 2021 at 1:39 PM

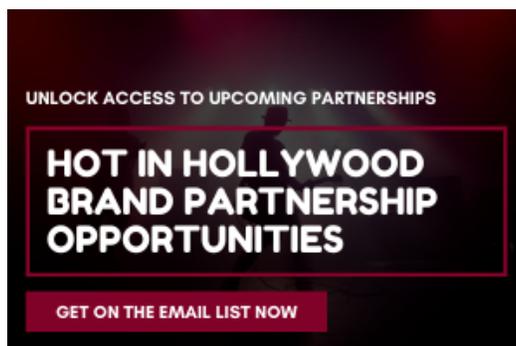
### All About The Alc

Alcohol brands are incredibly profitable. Consumers love it, and it's an easy product to market or get endorsed. In fact, even a number of celebrities have

tried to cash in on this biz, and make a brand of their own!

Today, we decided to revisit some of our blogs about alcohol brands in order to highlight the success of this industry. **In this blog, Hollywood Branded recaps some of our blogs about alcohol brands, and the successful marketing strategies these brands have partaken in.**

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