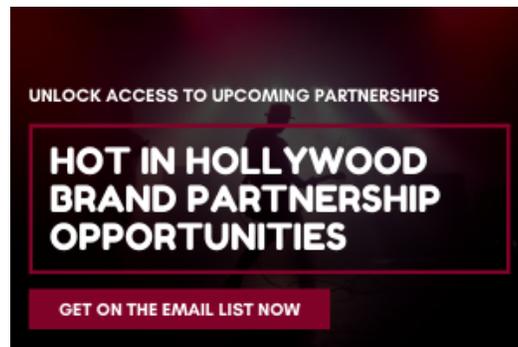




SIGN UP NOW!

Want to keep your pulse on what Hollywood has to offer? Sign up now to get on our HOT IN HOLLYWOOD partnerships updates! The first official edition is going out this week!



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Hi there,

Well THAT was a Super Bowl to make history! I love that we clearly saw that you just never are too old to hit your dream goals. If you are a fan of the commercials like I am, there were a doozy of them this year, and our team spent the last few weeks creating a killer blog highlighting all of the commercials co-starring a celebrity (or two or three...) The two that stick in my mind are the ones with specific calls to action to submit a guess on Twitter or text like Mountain Dew did, as well as the shortest commercial in the history of Super Bowl commercials with Reddit's 5 second spot (hey - they spent about \$1M on that 5 second moment... and I'm talking about it here so seemingly it worked. We'll be updating it this week with all of the hidden reveals shared throughout the game - but in the meanwhile, you can watch 22 of the spots in the first blog below!

For all of you who want to keep up with what's happening in Hollywood and get an early look at the streaming, films, TV, music video and celebrity events that have outstanding opportunities for brand partnerships - be sure to sign up for our HOT IN HOLLYWOOD e-Newsletter which is going out this week! And now on to our weekly blog recap...

- Stacy

The Most Effective Celebrity Endorsements For Super Bowl 2021

By Maya Dolan, February 5, 2021 at 8:25 PM

The Best (& Most Expensive!) Commercials Of The Year!

The countdown to the big game has begun! Super Bowl LV is right around the corner and many brands have released their commercials or at least given us a sneak peak with a teaser or two. Our agency has been eagerly awaiting the high priced ads that feature celebrities and other big names on TV's most expensive night.

Last year, brands paid a record \$5.6 million for a 30 second spot. Although the cost has not risen this year, the \$5.6 million does not include the high price tag of celebrity cameos, famous directors, or a longer 45-second or one-minute ad. **In this blog, Hollywood Branded dives into the 22 brands that we have seen use celebrities to enhance their 2021 Super Bowl LV Commercials so far.**

[Read more »](#)

Case Study: Travis Scott and Strategic Brand Partnerships

By Kira Cusick, February 5, 2021 at 6:15 AM

Jack(boy) Of All Trades

It is no surprise that brands from all backgrounds are eager to work with Travis Scott. The 29-year-old Houston rapper has established himself as one of the most prominent, trendsetting artists today through his distinct style and creativity. However, Scott's prowess is not limited to his musical projects.

Travis Scott has proven to be a valuable business partner and collaborator through a series of strategic partnerships with some of the most iconic brands and companies in the world. **In this blog, Hollywood Branded will explore how Travis Scott builds these strategic partnerships into symbiotic services, as well as how he brings the success of these campaigns full circle.**

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Establishing Brand Consistency With Thibaud Clement

By Sela Mueller, February 4, 2021 at 6:15 AM

An Expert's Advice on Collaborative Technology, Social Media, and Growing your Business

Many people have strong opinions about what works and what doesn't when working with a brand in social media! Keeping up a brand image is hard work, and staying consistent is even more difficult!

Recently, our CEO sat down with Thibaud to discuss this subject! **In this blog, Hollywood Branded learns how Thibaud Clement is establishing brand consistency and building a following for his brand by using collaboration.**

[Read more »](#)

3 Strategies to help Build up your Following on TikTok

By Sela Mueller, February 3, 2021 at 6:15 AM

How to Connect with your Audience and Establish your Brand on Social Media's Hottest New Platform

Are you new to TikTok and looking to jumpstart your brand's account? Is your company a veteran on TikTok and ready to amp up audience engagement? Maybe you're somewhere in between, or maybe you're neither and just curious!

TikTok is a quickly growing social media site and a great marketing platform for almost every brand. In order to stand out, it is important to have a solid strategy for your account. **In this blog, Hollywood Branded discusses three proven strategies to build a following and connect with an audience over TikTok.**

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The CIA: A Case Study In Rebranding

By Greg Smith, February 2, 2021 at 6:15 AM

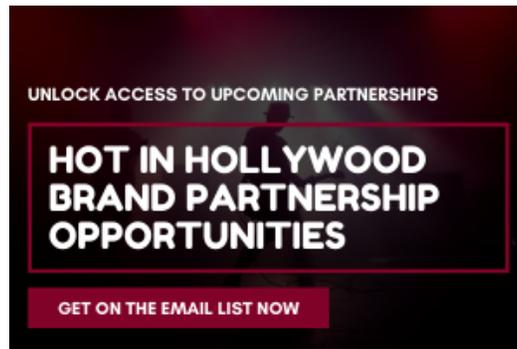
Rebranding Is For Everyone

Rebranding is an important topic for every brand to consider at some point in your marketing, but it can be a tough. You may not want to change your branding too much when you update it as you still want it to resonate core audience, while trying to expand to new markets.

Typically when we think of rebranding, we think of food and beverage or retail locations but this concept holds true to every brand under the sun - even the CIA. **In this blog post, Hollywood Branded examines how the CIA has recently rebranded their website and content, why they made this decision and how other brands should consider rebranding as well.**

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