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Hi there,

I'm so incredibly happy to announce that our Director of Brand Partnerships, Chelsea Collins and her husband Preston, welcomed their baby girl Dawson Delgado. We wish their new family health and happiness in the years to come. That's news enough for one e-newsletter!

And now on to our weekly blog recap...

## HB Round-Up: Celebrity Partnerships

By Alexa Mancilla, February 1, 2021 at 6:15 AM

### Celebrities: More Than Just A Pretty Face

When you first think of a celebrity, it's easy to just think of your favorite movie or TV show and their role in it. However, they're so much more than that! Nowadays we give them recommendations on the newest and hottest trends, products, and services.

This trust that celebrities have garnered through their work makes them the perfect partners for your next ad campaign! **In this blog, Hollywood Branded recaps successful campaigns that celebrities have taken part in.**

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### Gucci's 'High-End' Partnerships

By Brandon Pike, January 29, 2021 at 6:15 AM

#### The 'GG'

From the iconic green and red color palette to eye-catching designs, Gucci is one of the most recognizable brand names in the entire world. At first, Gucci was a leather goods and luggage. Now, the brand has expanded to clothing, bags, shoes, accessories, and even has a children's line – even kids can be drippin' in style.

In 2018 Gucci had more than \$8 billion in sales, of that, 62% was sold to customers [under 35 years-old](#). Gucci's CEO, Marco Bizzarri, has attributed the success of this demographic to a balance between creativity and technology. However, it is more than just the product that makes this brand unique, it is their strategic partnerships. **In this blog, Hollywood Branded discusses the benefit of Gucci's strategic partnerships with Disney and The North Face.**

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### Top Interior Designers' Brand Partnerships

By Chelsea Collins, January 27, 2021 at 6:15 AM

#### The Interior Influencer

Interior design has always been a popular topic among the daytime circuit taking off when Oprah introduced the world to her own interior designer, Nate Berkus. With the rise of social media, interior designers (or really, interior influencers) have absolutely catapulted.

Whether their fame began with an HGTV series or began with a popular Instagram account that led to a TV series, it is safe to say that these designers have become household names. With huge retail collaborations, their own personal lines of products, and everything in between. **In this blog, Hollywood Branded explores the top interior designers and their brand partnerships.**

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### Checkmate!: How The Queen's Gambit Increased Sales of Chess Sets

By Samantha Dammeyer, January 26, 2021 at 6:15 AM

#### An Unforeseeable Win

Immediately after *The Queen's Gambit* premiered on Netflix, I had at least 1 relative, 1 friend, 1 coworker, and even a random cashier at Trader Joe's recommend starting to see chess games being posted all over social media by friends of mine who, I don't think, have ever muttered the words "checkmate" or "rook".

The show has been watched by over 62 Million and has skyrocketed sales in all things chess, from online chess programs, chess board sets, or even chess books. **In this blog, Hollywood Branded outlines the rise of chess sales and how Netflix's *The Queen's Gambit*, along with other product placement success stories proving the monumental influence of entertainment marketing.**

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## Toy Story Effect: How Film's Product Placement Increased Sales Of Toys

By Stacy Jones, January 25, 2021 at 7:30 AM

### Entertainment Content Has Long Been Considered A Major Sales Tool

Entertainment content is considered a major sales tool for toy brands, and one of the films that has the biggest impact on toys in recent years is the Toy Story franchise animated film in Hollywood. Kids everywhere watched and wanted to join the lives of Woody, Buzz and the Toy Story gang. Having released 3 Toy Story films to date (and out this year), Disney and Pixar have made some of the film's featured toys household names to younger generations. From Etch-A-Sketch, Slinky to Mr. Potato Head, favorite toys have been introduced to children all over the world.

In fact, one of these toys was actually out of business when the first Toy Story came out in 1995 by director John Lasseter. And demand brought the toy (and job) back. **Hollywood Branded takes a look at how Toy Story product placement increased sales of toys.**

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**And then what?** Sign up for the All Pass access to our sessions from our [Marketer's Content Playbook](#) virtual summit!

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