

MARKETING MISTAKES + HOW TO AVOID THEM
PODCAST HOSTED BY STACY JONES

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MARKETER'S CONTENT PLAYBOOK
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Hi there,

Happy New Year! My wish for all of our readers is that no matter how dismal or phenomenal your 2020 ended, may 2021 be all the better. We've all certainly had the last year - and as most did, likely consumed more content on streaming and TV than ever before. Hollywood might slow down, but it doesn't stop. Even in the pandemic production teams have figured out how to keep on shooting, providing brands with opportunities to shine - like our client Pilot Pen, who is appearing in Clarkson Show for the show's 2nd season through sponsored daily feel-good segments as well as segments promoting their G2's Overachiever's Grant contest, a with their incredibly cool and colorful erasable FriXion pens (they're that awesome that you should really check them out), and Pen Pal segments - all built them messaging most important to the specific brand client. Check out some of our favorites from December's partnership [in this video](#), and you can get one last taste

When I say Hollywood doesn't shut down, what I mean is the men and women on production sets have some extra special talents at figuring out how to make them been approaching how to shoot during a pandemic better equipped to handle the absolute mess Covid brings with it, with unique skills fostered by having to make part of their daily lives and throughout their careers. While we still have some slow-downs and lags in the production cycle happening in the next few weeks with in Los Angeles, the fall season everyone has been waiting for is almost here waiting to debut across all network TV channels, just in time for... winter.

Even award season is going to feel like it is lagging this year, as the Academy Awards have been pushed all the way back to April 25th. Which means brands have time to figure out Award Season - and how their brand might be able to become part of the shows and events surrounding events like The Grammy's, Golden Globe Awards, Independent Spirit Awards and the biggie - the Academy Awards. If you want some tips to get started...check out the blog below to learn more about content opportunities. Our team is always just an email away to connect and chat ideas - and even how your brand can become part of Awards Season 2021, as it is not

- Stacy

And now on to our weekly blog recap...

Celebrity Partnerships With Makeup Brands

By Alexa Mancilla, January 4, 2021 at 6:15 AM

What Can't She Do?

From becoming a Grammy award winning artist and starring in her first feature film, Lady Gaga shows no signs of slowing down. There have been speculations since the course of 2018 that the famous artist is releasing a beauty line called Haus Beauty.

However Lady Gaga has not publicly promoted her incoming brand yet, leaving her fans thrown with questions like What type of products are we expecting in Haus Beauty as the artist's style herself? **In this blog, Hollywood Branded examines celebrity partnerships with makeup brands and the Lady Gaga's new Beauty.**

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Marketing Practices To Look Out For In The New Year

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

New Year, New M(arketing Practic)e!

Alright, everyone. We've done it! We made it to 2021. This year has been a crazy one, to say the least, but it's definitely helped us learn a lot (both personally and professionally).

With the new year comes new marketing trends. The crazy world of marketing is always changing, so the new year can help give us all a fresh start. **In this blog, we discuss some of the marketing tactics to keep an eye out for in 2021.**

[Read more »](#)

The Best Holiday Ad Campaigns of 2020

By Alexa Mancilla, December 30, 2020 at 6:15 AM

A Very COVID Christmas (Ad Campaign)

This holiday season is quite obviously going to look much different than in the past. Because of the pandemic, many families are opting out of big holiday gatherings and instead celebrate virtually, and with that, brands are trying to find innovative ways to get people in the holiday spirit.

Personally, I was excited to see what the holidays would bring in terms of ads. Would marketers choose to ignore the pandemic for a moment, or would they lean into it? There were plenty of both. **In this blog, Hollywood Branded shares some of the best holiday ad campaigns of 2020.**

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Why Transparent Marketing Is Trendy

By Natalia Pruszek, December 29, 2020 at 6:15 AM

Imperfect Is The New Black

Allowing your audience to see your true intentions is trendy and faking it until you make it is out of style. It's 2020 and marketing has evolved from its traditional disposables, relatable TikToks, and transparent brand missions have flooded our social feeds for the better, replacing superficial advertisements.

Let's face it, we, as consumers, are fed up and deserve to understand the ins and outs of the brands we do business with. Transparency within campaigns is something we desperately want, and that marketers are slowly starting to give them. **In this blog, Hollywood Branded analyzes transparent marketing as the ultimate effectively portrayed in modern influencer campaigns with Emma Chamberlain.**

[Read more »](#)

How To #5: Celebrity Swag Bag Gifting

By Stacy Jones, December 28, 2020 at 9:30 AM

The Celebrity Swag Bag

Celebrity gift bags at events are one of the easiest ways to get the brand into multiple celebrities' hands at events. Brands of all categories benefit from the products gained from the brush of celebrity fame from these gift bags given to celebrities at almost every Hollywood event.

Many brands covet the honor of being chosen as an Oscar or Sundance worthy talent bag item for the press leveraging ability to say a certain celebrity has been chosen for your brand. But how do you get your brand chosen for this star dusted PR opportunity? **In this blog, Hollywood Branded shares 8 ways to successfully leverage swag bag gifting that leverage press and provide content takeaways for marketers.**

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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!

Speakers who joined the event are some of the top thought leaders from the world of brands, agencies, media, influencers and Hollywood on content marketing culture partnerships.

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