

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

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Hi there,

It's an interesting week ahead. Not only do we have a Presidential Inauguration, no one quite knows what will be happening on the sidelines. After a year of on-advertising, all the while trying to figure out how to market while not appearing tone deaf, or inadvertently supporting a message that doesn't align with their brand with yet another challenging time to figure out. Companies all over the world are pausing ad spends in concern of what their advertising will be running next to, as perceived in our current unpredictable climate.

The brands that are better safeguarded from this? Those embedded via product placement in the TV and streaming content that people will be diving into to just off, and tune in, to entertainment that helps them forget a bit about what is happening out beyond their front door. Jus' sayin... hint hint - if you aren't doing product placement really should be! :)

No matter what this week holds for us ahead, stay safe and be thankful.

- Stacy

And now on to our weekly blog recap...

## HB Round-Up: Celebrity Partnerships

By Alexa Mancilla, January 18, 2021 at 6:15 AM

### Celebrities Can Help Your Brand, Too

Product placement is the crux of entertainment marketing. However, celebrity endorsements and partnerships are just as important.

Every celebrity out there has devoted fans who will support them in any way, and that includes through the partnerships they take part in. **In this blog, Hollywood Branded analyzes the product placement featured in Lil Nas X's music video for his new song "Holiday". In this blog, Hollywood Branded analyzes the product placement featured in Lil Nas X's music video for his new song "Holiday".**

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### Product Placement in Lil Nas X Music Video, Holiday

By Joshua Woodbeck, January 15, 2021 at 6:15 AM

### Happy Holidays From Lil Nas X!

In today's world, we are living a digital life more than ever. Websites and social media platforms are filled with ads from companies desperately trying to drive awareness for their products. Let's be honest though, how many consumers are actually paying attention to the ads that get in the way of their social media browsing?

A more creative and alternative way to capture attention is through the power of music videos. Product placement in music videos has a strong influence to create brand awareness and artist recognition. **In this blog, Hollywood Branded analyzes the product placement featured in Lil Nas X's music video for his new song "Holiday".**

[Read more »](#)

### Influencers Monetizing Their Daily Routine

By Sierra Cox, January 13, 2021 at 6:15 AM

### Influencer Partnerships Based On Signature Brand

Everyone dreams of being sponsored by their favorite brand. Now, imagine going to the coffee shop and seeing your favorite drink listed on the official menu by your favorite influencer. Influencers have been monetizing iconic parts of their brand in order to gain followers and invite their audience to live life alongside them.

At over 100 million followers on TikTok, almost anything Charli D'Amelio does is copied by fans. **In this blog, Hollywood Branded discusses influencers monetizing their signature brand, focusing on Charli D'Amelio's brand deal with Dunkin' Donuts inspired by the TikTok star's genuine love for iced coffee.**

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### Top Three Music Videos With Brand Exposure

By Brandon Pike, January 12, 2021 at 6:15 AM

### The Three Minute Story

Music is something that unites everyone around the world; it is a universal language. Perhaps that is why brands have begun to partner with artists to help enhance their line within their music video. Not only are companies helping the artist, but they are also able to gain valuable exposure to millions of people in a three minute story

The past year (and a little longer) three top brands (Apple, Nike, and Fortnite) have all partnered with artists to help develop the story line of their music video while promoting their brand. **In this blog, Hollywood Branded discuss the top three music videos with brand exposure.**

[Read more »](#)

## The Top 5 Female Social Influencers Of The Moment

By Alexa Mancilla, January 11, 2021 at 9:53 AM

### The Top 5 Women of the World Wide Web

A new era is upon us. Celebrities aren't just coming from television and the silver screen; internet celebrities are becoming as recognizable and influential as, if not more so, than traditional celebrities. And according to USC Professor Jeetendr Sehdev and his studies, female influencers, *especially*, carry a lot of influence.

Whether lifestyle, fashionista, business woman or mom - female influencers typically have more engagement and bigger brand deals, and greatly outnumber male influencers. **In this blog, Hollywood Branded looks at the top five female social influencers: who they are, what they do, why they are so famous, and just how far they have come.**

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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 and brand culture partnerships.

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