

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

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Hi there,

One of the consistent themes that kept popping up during my podcast interview this week about how we've built a remote team environment that works is our project management software. Frankly, we would have been a total mess at the beginning of Covid if we hadn't already had tech tools in place. A couple of years ago I went all-in on Monday.com and I really can't stop shouting from the rooftops about it. I reviewed everything and made a final decision based on how 'pretty' (and easy) it was to use compared to my #2 option. Project management tools work great for those analytical number minds, but I have found the more creative team doesn't buy in. But they do with Monday. It runs our agency blog, podcast, HR, operations and client partnerships. More 'whys', just give me a shout!

And now on to our weekly blog recap...

The Buzz Around Olivia Rodrigo's Drivers License

By Juliette Roberts, January 22, 2021 at 6:15 AM

What's All This Talk With That Driver's License Song?

If you have been on any social platforms in the past week, especially TikTok, you most likely have seen a lot of sad and angry people passionately singing in their own area. Why, you may ask?

Well, Olivia Rodrigo, the singer and songwriter of the viral hit song, *Drivers License*, went absolutely viral this month, topping the charts to be the number one song by Taylor Swift and Justin Bieber. **In this blog, Hollywood Branded will discuss how *Drivers License* grew in popularity so fast and what music artists can learn from it.**

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Bumble & Tik Tok: A Match Made in Heaven

By Samantha Dammeyer, January 20, 2021 at 6:15 AM

Advertising = Dating

Advertising and Dating are one and the same. You have to be able to get your future date or audience's attention, you have to have something in common, and, you have to make them feel some form of joy. In an age where ad awareness has increased tremendously due to a pandemic forcing us to rely on our technology to connect, we are under pressure to create more innovative ways to keep their audience engaged, very similarly to people creating their dating profiles.

How do you stand out in a sea full of branding? Bumble cracked the code! Bumble partnered with Tik Tok and created ads that consumers could relate to and act on. **In this blog, Hollywood Branded dives into the successful relationship between Bumble and Tik Tok and how thinking outside of the box always works in advertising, and even dating!**

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Branded Films: The New Way To Drive Engagement

By Roey Lee, January 19, 2021 at 6:15 AM

Share Your Brand's Story, Message And Beliefs

Branded Films are not well-known genres in the film industry to the general public. And when you hear the word "Branded Film" you may think that you are going to see an advertisement. That's where you would be wrong.

When done well, these full-length or short films featuring a specific brand result in making audiences feel like they are watching a movie rather than an ad. Yet with the creative control of a film, they have the very unique opportunity to shape the messaging and align it to their overall marketing and brand ethos. **In this blog, Hollywood Branded discusses how Branded Films can be an incredibly effective way to market your brand to niche and targeted audience.**

[Read more »](#)

HB Round-Up: Celebrity Partnerships To Know About

By Alexa Mancilla, January 18, 2021 at 8:15 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 some of our blogs featuring successful (and sometimes, unsuccessful) celebrity partnerships.**

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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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