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Hi there,
Happy (belated) 4th of July to all of you in the US! I hope you are enjoying your long weekend, and have gotten the opportunity to spend some time with your family and friends!

In this week's article roundup, you will:

- Discover why disposable cameras have suddenly garnered so much attention, and how to mimic a similar aesthetic on your smartphone pictures with some user-friendly apps, such as Huji or Dispo.
- Uncover why and how Sebastian Stan has recently taken over both Instagram and Hollywood, and how productions have leveraged the Sebastian Stan craze to help promote their projects.
- Learn which brands have secured partnerships with rapper Saweetie, the reasons behind these partnerships' success, and why other brands should follow suit!
- Read about 3 instances of branded content in CBS' iconic show, *Survivor*, and how these brands managed to authentically weave their way into the reality show's plot.

Make sure to listen to this week's episode of "Marketing Mistakes (And How To Avoid Them)." We will learn some of the ins and outs of creating a successful brand partnerships with professional athletes, so make sure to stay tuned to learn about how to leverage them for your brand!

And now... (drumroll please!)...our article round up!

- Stacy

How Pop Culture Has Contributed To The Return Of The Disposable Camera

By Maya Dolan, July 2, 2021 at 8:43 AM

Feeling Like Film

If you're active on social media, you've surely seen disposable photos among the content you consume. With iPhone cameras that are practically professional, you may be wondering why disposable cameras are trending!

Reverting to old photography forms is nothing new. But the "why" is - and you'll be surprised to find out the reasons. **In this blog, Hollywood Branded discusses how pop culture has contributed to the return of the disposable camera.**

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Why Everyone Loves Sebastian Stan Right Now...(Besides The Obvious)

By Natalie Cartwright, July 1, 2021 at 9:41 AM

Why Everyone In Hollywood Stans Sebastian Stan

If you're on social media at all, chances are you've heard the name: Sebastian Stan. Perhaps it's from the promotion of a show or movie, perhaps it's his friends shouting him out on their stories, or maybe you even follow him and have been keeping up with his weekly posts.

Whatever way you've heard of him, so have production companies. They've noticed his recent growth in fame and adoration, and they want him more than ever. **In this blog, Hollywood Branded explores how productions have used the Sebastian Stan craze to their advantage when promoting new projects.**

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Saweetie's Strategic Brand Partnerships

By Lidia Marusic, June 30, 2021 at 2:01 PM

Tapping In To Brand Potential

Female rappers and hip-hop artists are increasingly seeing the spotlight as brand influencers, and California native Saweetie is no exception. She has been in the spotlight for a few years now after releasing her first single "ICY GRL" that describes Saweetie to a T: a self-determined woman who is all about her hustle and looks good while doing so. As a self-proclaimed girl boss and go-getter, she has jumped on every opportunity to partner with and promote brands who match her style.

Strategic partnerships in the beauty and fashion space keep rolling in for the "Tap In" and "Best Friend" artist, but other brands should keep an eye out for opportunities to partner with this up-and-coming star in the future. **In this blog, Hollywood Branded highlights Saweetie's success in securing brand partnerships and describes how she can really be a brand's best friend.**

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3 Times You Saw Branded Content in CBS' Survivor

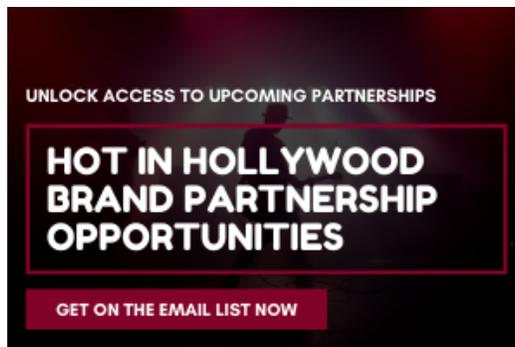
By Tatum Dahl, June 29, 2021 at 7:30 AM

Branded Content, On A Deserted Island!

These days it is a challenge to watch any sort of television or film without catching a glimpse of branded content in the material. Today, product placement and branded integrations are more relevant and commonplace in media than ever before, as they serve as both a revenue stream and production asset.

While some may think that reality-television shows (especially ones that take place on deserted islands) are exempt from branded content, they would be wrong! CBS's 20-year-old *Survivor* has been host to branded content for some time now and it doesn't look like they are slowing down, any time soon. **In this blog, Hollywood Branded discusses 3 instances of major branded content in CBS' iconic reality-competition show, *Survivor*.**

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