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Hi there,

It's hard to say this since we are still in the midst of it - but summer is coming to an end soon, which means... back to school time! If your brand hasn't quite figured out what to do to set yourself apart to drive retail shopping sprees for new looks and school supplies, it's not too late! Between music videos, talk shows or entertainment news partnerships, and social influencers, there are still fast turnaround opportunities to truly get noticed! Just shoot our team an email and we'll brainstorm with you on what best fits your marketing plans.

In this week's article roundup, you will:

- Go behind the mobile screen of a prominent TikToker to learn what makes their content tick around the world.
- Learn how major corporations are creating marketing campaigns with "kid-friendly" films - in order to specifically target their parents for banking and real estate services.
- See how the Bachelor franchise has created its own type of reality star social influencer - and why they can drive sales for brands.
- Get a backstage pass to see the brands partnering with this summer's movie releases.

And now...on to our weekly article round-up!

- Stacy

The Story Behind The “What Do You Do For A Living?” TikTok Trend

By Brandon Pike, July 16, 2021 at 8:30 AM

A Viral Sensation

We all know the power of TikTok – well, at least we should! The app has taken over most of our lives the past year. Partially thanks for COVID-19 for allowing (fortunately, or unfortunately,) all of us to spend more time at home and on our phones. If you are anything like me, the weekly screen time notification that pops up on your iPhone is actually scary to look at. And if you are anything like me again, TikTok is the app that garners the most attention. I like to think I am not alone as TikTok has skyrocketed in popularity and has allowed new influencers and celebrities to emerge and earn the spotlight.

One viral sensation, Daniel Macdonald (who goes by [itsdanielmac](#)) has taken over the app by asking strangers who drive supercars one simple question – “What do you do for a living?” Since his [first post](#) on September 27th, 2020

(which currently has 26.5 million views), Daniel has gained over 8.8 million followers on TikTok and 957,000 on [Instagram](#). **In this blog, Hollywood Branded discusses the rise of @itsdanielmac and how his videos gain worldwide attention for not just himself, but also the people who he features.**

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Top Unconventional Brand Partnerships

By Chelsea Collins, July 15, 2021 at 8:30 AM

Have Our Kids Started Banking?

We're accustomed to brands like McDonald's and Mattel partnering with children's films on co-promotional campaigns, in-content integrations, and product licensing deals. However, more and more we're seeing unexpected brands like banks and real estate companies partnering with Pixar and Dreamworks' finest.

Understanding that adult figures are the ones watching these productions with their kids, these partnerships become unique and entertaining avenues for these brands to reach their audience. We'll examine the specific campaigns, how they rolled out, and why using a seemingly youth reaching platform helped these brands connect with older audiences. **In this blog, Hollywood Branded explores the top unconventional brand partnerships with children's films.**

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Top Brand Partnerships With Upcoming 2021 Films

By Sarah Kistler, July 14, 2021 at 7:30 AM

Movies Are Back In Business

Having been cooped up at home for a long year (more or less) the time has finally come that movies are back in theaters! And, of course, with new films come brand partnerships that increase brand awareness and draw in audiences to anticipate the film's release.

After several release date postponements, studios are finally ready to show films in theaters again. In the upcoming slate of compelling 2021 films coming to theaters are *Fast and Furious 9*, *Black Widow*, and *Space Jam: A New Legacy*. **In this blog, Hollywood Branded reviews brand partnerships with upcoming films of summer 2021.**

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The Bachelor: A Breeding Ground For Social Influencers

By Tani Song, July 13, 2021 at 8:30 AM

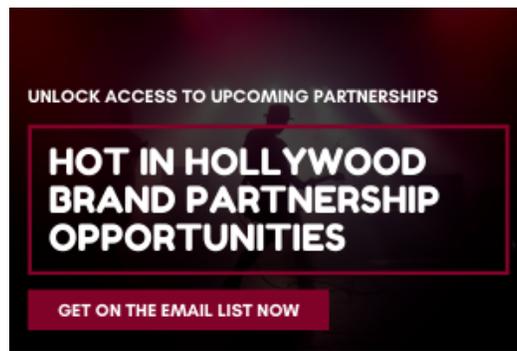
A Place For True Love Turns Place To Grow Your Platform

Something that has remained tried and true in the Bachelor franchise over the years is that it serves as a breeding ground for social media influencers. From brand endorsement deals to being next season's Bachelor/Bachelorette, the opportunities are endless when you become a reality star from the show. As the social media infrastructure has become essential to stardom for a contestant post-production, we have seen an influx in what has come to be known as the "Bachelor Influencer."

In this day and age in the world of all things Bachelor, you don't need to be the last man (or woman) standing to become the next celebrity social media influencer. But sometimes that means the contestants aren't there for "the right reasons." **In this blog, Hollywood Branded discusses how the Bachelor franchise has become a breeding ground for social media influencers.**

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