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Hi there,
In celebration of Juneteenth, I have a call to action for brands interested in better building a bigger footprint and showing support within the Black community.

There are phenomenal opportunities, that often get overlooked, to develop ongoing year-round partnerships supporting and celebrating the extraordinary black actors, musicians, and content creators who inspire and drive today's pop culture. Consider opportunities ranging from product placement integration in series and feature films starring Black actors, to building partnerships with emerging to established Black music artists, and the abundant amounts of Black influencer content that can be partnered with across all platforms. These are golden opportunities for your brand to support these creators, while also gaining the benefit of being integrated directly into their content for years to come.

Interested in finding out about upcoming options that your brand can support? Shoot me a note and we'll share opportunities! And now on to our weekly blog recap...

- Stacy

Remi Bader And Aerie: The Perfect Pairing

By Tory Noble, June 18, 2021 at 7:30 AM

Tik Toker And Intimates Retailer Promote Body Positivity

Influencer and brand partnerships are not a new concept to anyone, especially with social media influencers becoming the new generation of celebrities. However, many brands are beginning to make conscious decisions about who they partner with based on their shared values and mission. Recently, body positivity and self-love movements have been on the rise within fashion brands and personal care companies, as insecurity and discomfort with one's own body are becoming more of a burning issue than ever before.

Curve model and TikTok influencer, Remi Bader, has been on a mission since September 2020 to change this reality. **In this blog, Hollywood Branded looks at Remi Bader and Aerie's partnership as they aim to promote self-love and body positivity while also being honest about insecurities and the mental health struggles that many face as a result of toxic beauty standards.**

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How Marketers Can Become Productive With Mari-Liis Vaher

By Maya Dolan, June 17, 2021 at 10:44 AM

Increasing Productivity With A Holistic Approach

The marketer's mindset is an essential component of a business. Without it, you can hold back not only the marketing of your business, but yourself as a business professional.

Recently, our CEO, Stacy Jones sat down with an expert in holistic marketing. **In this blog, Hollywood Branded learns about how marketers can become productive from the expertise of Mari-liss Vaher, who is the CEO and founder of Powerful Marketers.**

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Taylor Swift's Career....in Marketing?

By Alexa Mancilla, June 15, 2021 at 7:45 AM

Are You ...Ready For It?

Say what you will about Taylor Swift, but no one can deny that she is an absolute genius when it comes to creating a brand for herself. Throughout her 15-year-long music career, Swift has made headlines for her music, her business ventures, and even her [politics](#).

A career as long as Taylor's, however, doesn't come naturally. She has worked tirelessly to keep fans entertained - even when she isn't making music! **In this blog, Hollywood Branded discusses Taylor Swift's marketing tactics - and how they have helped her become a global sensation.**

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TikTok's New "Adult Swim" Trend: Bringing Back the Bumps

By Sam Zikos, June 15, 2021 at 7:30 AM

Let's Talk TikTok

If you've taken a stroll through social media lately, then I'm sure you have come across the "Adult Swim" trend on TikTok, where users mimic the iconic *Adult Swim* bumps. This trend has been hot for a few days, and in fact, its popularity is continuing to grow, exponentially.

If you're confused as to what this trend is, or why it has been gaining so much traction, I am here to give you an answer. **In this blog, Hollywood Branded examines how bumps have evolved, and how the new, Adult Swim trend became so popular on TikTok.**

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The Top 15 Brand Mentions In Sex And The City

By Stacy Jones, June 14, 2021 at 7:30 AM

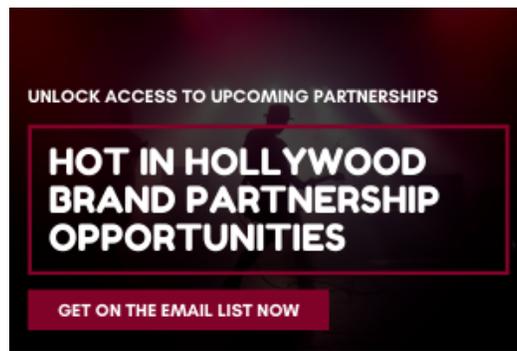
Sex And The City Is Brand Heaven

Samantha, Charlotte, Miranda and Carrie embody the life of luxury. Four successful women living, partying, working and dating in arguably the most fashionable city in the world leaves plenty of room for amazing product placement. Not only is *Sex And The City* the number one HBO comedy of all time, but it is wildly popular among the elite of television, winning 7 Emmy Awards, 8 Golden Globes, and 3 Screen Actors Guild Awards.

It went on to spawn two feature films as well, transformed the way the world saw young professional women in New York, and, now, is back for a reboot on [HBO!](#) In this blog post, Hollywood Branded takes a look at the top 15 brands mentioned by name in *Sex And The City* and why they were so important to the show.

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