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Hi there,

Happy Monday to a week that is going to end in some major festivities in celebrating our freedoms and ability to spend some of this summer out of the house! In this week's article roundup, you will:

- Learn about 3 celebrities who are launching their own alcohol brands, hoping to mimic the massive \$700 million dollar sale of George Clooney's tequila Casamigos and Ryan Reynolds's \$610 million dollar sale of his Aviation gin – both to spirits and beer giant Diageo.
- Hear directly from a Gen Zer on why internet comedy works so well to connect with her generation.
- Take a listen to our podcast to find out why marketing locally can be an incredible driver for both sales and content creation.
- Discover what brands need to know to more meaningfully engage with the LGBTQ+ community to celebrate Pride.

TV networks are headed into production and this summer timing is a pivotal time to be able to get your brand onto the sets of some of the world's most-viewed series. Just shoot me an email and we can dive into what that can look like for your brand! And with that... on to our reading our article round up!

- Stacy

A Quick Guide To Gen Z's Comedy: How Brands Can Use Humor To Connect With Younger Generations

By Sydney Meyer, June 25, 2021 at 7:30 AM

Using Comedy To Connect

Generational differences sometimes make it difficult for brands to reach younger audiences. As a proud, Gen Zer myself, there have been many times when I've tried to share videos that I find on TikTok with my mom only to be met with questions: "Who is that?" "Do you know them?" "Why are they doing that?" "What does that mean?" One of the best ways to bridge that gap is through humor!

Brands such as Wendy's and Moonpie have used this technique to acquire a fanbase online. Find out how you can specifically target Gen Z by mirroring their eclectic, comedic style through your online content. **In this blog, Hollywood Branded talks about Gen Z's eclectic sense of humor and how brands can use internet comedy to connect with younger generations.**

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Keeping It Local With Mariya Palanjan

By Maya Dolan, June 24, 2021 at 1:44 PM

Increasing Productivity With A Holistic Approach

Keeping marketing efforts focused on a local level can have a great impact on the growth of a brand. Focusing on the needs of a community and partnering with its influential people can be a gamechanger.

Recently, our CEO, Stacy Jones sat down with an expert in creating local market-driven city takeovers. **In this blog, Hollywood Branded shares why keeping marketing local can be an incredible driver to your sales and marketing plan from the expertise of Mariya Palanjan, the CEO and founder of Globafly.**

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Take A Longer Ride With Pride

By Greg Smith, June 23, 2021 at 8:00 AM

Putting The PR In Pride

Pride month is upon us once again! To many folks, this means seeing a lot more rainbows when you go shopping and the possibility of a big, loud parade rolling into town. However for many members of the LGBTQ+ community, it means something much bigger - the 42nd anniversary of the Stonewall Riots. This historic event is a sober one, involving violent attacks, police brutality, and social unrest.

It is because of the very serious nature behind the reason we have Pride that many people are less than impressed with the ways that brands commonly engage with Pride now. Though to be clear, this doesn't mean your brand shouldn't engage participate in Pride but perhaps alter your approach. **In this blog, Hollywood Branded discusses ways in which brands can celebrate pride in a more meaningful way to build trust with LGBTQ+ audiences.**

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3 New Celebrity Alcohol Brands: Just In Time For Summer

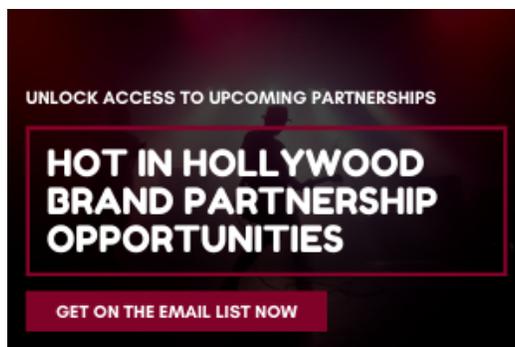
By Brandon Pike, June 22, 2021 at 7:30 AM

Time To Drink Up

Summer 2021 is just around the corner and you know what that means – warm weather, pool parties, beach days, cocktail parties, and with COVID restrictions loosening across the country, GOING OUT! Can you tell that I am excited?

Now hear me out, what better way to ask your friend who you haven't seen in a year and half what kind of shot they got – “Did you get Pfizer? Moderna? J&J?” - then over a nice adult beverage. Sure you could indulge over a nice beer or vodka on the rocks, but why not try one of the new, celebrity-owned alcohol brands that have just hit the stores? **In this blog, Hollywood Branded discusses 3, new celebrity-owned alcohol brands that have launched just in time for summer!**

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