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Hi there,

Did you catch the Golden Globes last night? Awards season is a GO! With a combination of pre-recorded guest speeches, virtual Zoom and being live at New York's Rainbow Room, the show managed to get Hollywood one step closer to truly figuring out the new award show Covid format while still being entertaining. Plus it is just so fascinating to get a peak into some of the nominee's houses (or chosen filming locations.) Aaron Sorkin lives in as glamorous a house as I expect he would. Some others... not so much, and could have used some set decorator help. Norman Lear and Jane Fonda both had video walks of their careers that are worthy of finding on YouTube if you missed them.

If you haven't tuned in yet to **Ted Lasso** on Netflix starring Jason Sudekis (who won Best TV Actor) it's one to not only watch as it is that good, but one to keep your eye on as a marketer targeting men - especially if you are either a UK or American brand, as the international football story (aka soccer) has tremendous product placement opportunities and feel good moments.

Borat Subsequent Moviefilm won Best Motion Picture, Musical or Comedy Film AND Best Film Actor - it's truly an interesting approach to political commentary and was timed to not only ride the coattails, but to drive conversations around the past presidential election. In this [article](#) I spoke with Insider about the film's impact on politics.

And as my now weekly reminder - if you want to know what's going on in Hollywood and get the best of the upcoming brand partnership opps landing directly on your desktop, sign up for our HOT IN HOLLYWOOD e-Newsletter. Our team is keeping it up to date with the latest and greatest opps you should know about! And now on to our weekly blog recap...

- Stacy

10 Musician-Owned Brands That Everyone Needs to Know

By Sela Mueller, February 26, 2021 at 7:30 AM

Companies Founded by Our Favorite Singers

In the world today, some of our favorite brands are owned or frequently repped by celebrities! Think of Kylie Cosmetics' booming success and the renowned Yeezys! Famous people have an amazing ability to make everything they do into a sensation. So, many celebrities shift their careers a bit to make their passions into flourishing businesses!

Multiple celebrity brands have gone in and out of style over the years, and it's hard to keep up with all the changes. **In this blog, Hollywood Branded shares 10 musician-owned brands that everyone needs to know.**

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Preventing Tax Fraud and Financial Scams With Brian Watson

By Sela Mueller, February 25, 2021 at 7:30 AM

Common Schemes and What to Look Out For

We've heard about the huge scandals with celebrities who make bad choices with their money and end up in prison. We get scam calls and emails - even text messages all the time! It's amazing how common things like tax fraud and financial scams are. What do we need to be aware of in order to stay safe?

Recently, our CEO sat down with Brian Watson to discuss this topic! **In this blog, Hollywood Branded learns about preventing tax fraud and financial scams with Brian Watson, a special agent with the IRS.**

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Bumble: A New Publicly Traded Company

By Brandon Pike, February 24, 2021 at 7:30 AM

The Era Of Dating Apps

Online dating has been around for years from websites like match.com to eHarmony. However, within the past decade, the power of mobile phone applications has taken over most industries, including when it comes to finding love. With companies like Tinder, Hinge, and of course, Bumble, users are able to constantly swipe to find "the one" at times that are convenient to them: on a bus, airplane, waiting for food – you name it!

Bumble is one that has taken a different strategic approach. Bumble allows, in heterosexual relationships, the female to make the first move. Founded in 2014 by Whitney Wolfe Heard, who in fact was a cofounder of Tinder, Bumble's [location-based](#) algorithm allowed women the ability to respond within 24 hours of a match being made, and if not the match would disappear. **In this blog,**

Hollywood Branded discusses Bumble's inspiring founder, their IPO, and the work we have done with the company.

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The Power Of The Meme For Brands

By Allie Duke, February 23, 2021 at 7:30 AM

How Internet Memes Can Be A Free Marketing Strategy

Since their creation, memes have been a key tool in bringing people together to help them relate to a single piece of media. Actually, the term "meme" is older than you think; the word came from Richard Dawkins' 1976 book; "[The Selfish Gene](#)," in which he introduced the term to mean "how ideas replicate, mutate, and evolve." Looking at how memes are circulated today, this definition makes perfect sense.

As we've seen, memes have most recently evolved into being used by companies and brands to appeal to a younger audience, and most of the time it works. So how can your company get in on this viral marketing strategy, and how can it benefit your business in the long run? **In this blog, Hollywood Branded will discuss the history of memes, all the ways they can benefit your brand, and how you can get started on a social media strategy.**

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HB Round-Up: Event Activations

By Alexa Mancilla, February 22, 2021 at 7:30 AM

Celebrity Event: They're More Than Just For Fans!

While COVID has caused us to miss out on lots of A-List events, it's always nice to look back and reminisce on the incredible and extravagant events of the past.

While events are no doubt fun for celebrities and fans alike, they're also great opportunities for brands, as well! Event activations are the perfect place to get your brand in front of the eyes of thousands (including influential people like A-List celebrities) for a relatively cheap price. **In this blog, Hollywood Branded recaps some of our favorite pieces about marketing within event activations.**

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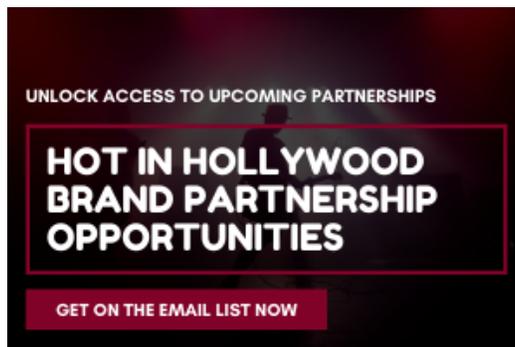
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