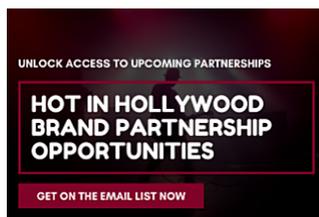




SIGN UP NOW!

Want to keep your pulse on what Hollywood has to offer? Sign up now to get on our **HOT IN HOLLYWOOD** partnerships updates! You got a sample last week... if you want to be on the actual list then you need to sign up!



[🎧 Listen To Our Latest Podcast Episode →](#) | [📞 Request A Call →](#)

Hi there,

Last week, the Golden Globes. This week, Critic's Choice Awards. It all means one thing - Award Season is upon us! It's still a little different than pre-2020, with limited events and primarily virtual viewing experiences. But there are still lots of ways brands are leveraging the telecasts and becoming part of the awards season (and social) conversations. There is still time for brands to get involved as the lead up to the Academy Awards continues.

If you haven't seen Nomadland, it is certainly the talk (and non-stop winner) of tinsel town. As is Ted Lasso, The Crown, and Soul - all three were Golden Globe and Critics Choice winners. As did the outstanding, albeit last, performance by Chadwick Boseman in Ma Rainey's Black Bottom. Oh - and if you haven't seen The Queen's Gambit, I watched it twice (first with my mom, and then with my husband...) and while I really never make it a practice to watch anything twice as there is just SO MUCH content that I try to stay on top of - I caught new things the second go around that made it even more interesting. So go watch!!

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

Why The Peloton Wins The Final Rose Of Season 25 Of The Bachelor

By Juliette Roberts, March 5, 2021 at 7:30 AM

The Most Dramatic Season Yet

In case you aren't aware, the most recent season is truly one for the books. From barrier-breaking season leads, to [racist controversies](#), to even finding the

season wrap-up [without a host](#), this season is nothing short of drama-filled.

Despite these events that have gone on during real time in Bachelor Nation, fitness company, Peloton, has a great placement in this season of *The Bachelor*, and seemingly The Peloton wins the final rose this season. **In this blog, Hollywood Branded will discuss Peloton's product placement within the show and why it was a huge win for the company.**

[Read more »](#)

How to Use Pull Content Marketing with Lou Carlozo

By Sela Mueller, March 4, 2021 at 7:30 AM

Pulling Interest in a Push Kind of World

SO MUCH marketing goes on every single day. We see commercials breaking up our favorite TV shows, sponsored banners in sporting events, a random closeup of a car logo in an action movie - the list goes on! How can we make our brands stand out in a content crowded world?

Recently, our CEO sat down with Lou to talk about how he has overcome this issue in his workplaces. **In this blog, Hollywood Branded learns how to use pull content marketing with Lou Carlozo, the founder of Carma Productions.**

[Read more »](#)

Rebranding During Social Change

By Greg Smith, March 3, 2021 at 7:30 AM

More Than A Name

Last month we discussed the rebranding of organizations like the CIA and what it meant for other brands. An equally important rebranding moment to touch on would be the recent change of branding from the brand previously known as Aunt Jemima.

In response to heat the brand faced last year, the announced the name would be changing. This year the new branding launched as is now available in stores as Pearl Milling Company. **In this blog post, Hollywood Branded examines the brand Aunt Jemima's rebranding choice in response to backlash and attempt to embrace socially responsible branding.**

[Read more »](#)

Celebrity Campaigns During COVID-19

By Allie Duke, March 2, 2021 at 8:57 AM

How Social Media Marketing Will Change As A Result

The COVID-19 global lock-down left many of us, stuck at home, and on our phones for hours of the day. Some of us even found ourselves unemployed, including celebrities. So, it's no surprise that we've seen an increase in celebrity endorsements and social media ads this past year, after all, celebrities have to get paid somehow.

However, it's likely that this period of celebrity endorsements will forever change social media marketing, becoming more casual and entertaining to appeal to a younger audience. **In this blog, Hollywood Branded will look at some of the biggest Celebrity Campaigns from the past year, discuss the changes that may be coming in the marketing industry, and how your company can take advantage of them.**

[Read more »](#)

HB Round-Up: Music

By Alexa Mancilla, March 1, 2021 at 7:30 AM

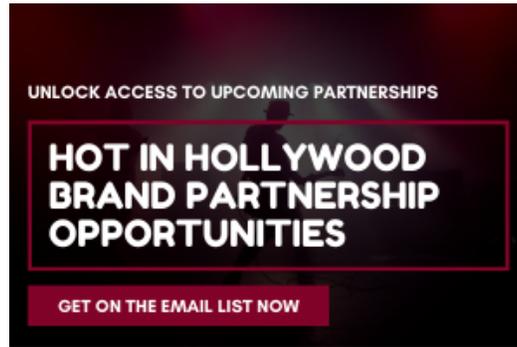
Music Is More Than Just For The Listener

If you're anything like the HB team, you can't get enough of music. For some of our team members, we have to have music playing at all hours of the day! While it may not seem like it at first, music is an incredible catalyst for marketing.

With music, artists are able to reach millions of fans in an intimate way that crosses language barriers and more. Because of this, brands who get involved in the music industry can do the same thing. **In this blog, Hollywood Branded recaps some of our favorite pieces about music marketing.**

[Read more »](#)





Hollywood Branded Inc., 110 Lomita Street, El Segundo, CA 90245, United States, 3107505363

[Unsubscribe](#) [Manage preferences](#)