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Hi there,

We are on week three of Awards Season! Golden Globes. Critic's Choice Awards. And now as I write this, The Grammy's, which still managed to have live performances and an audience consisting of selected nominees (without a plus one.)

Music. It transports you into another time and place, and melds with your memories so much so, that when you hear a song you can instantly recall physical emotion that you experienced in a distant past. It means so much to so many people, and it's a driver of pop culture. Behind every film or series, is the soundtrack. Behind the fashion catwalk, is the thrum of a beat. And in my opinion it is one of the most under utilized platforms for product placement.

2020 was a bit devoid of music video opportunities. 2021 is on overload. And for smart, savvy brands who want to reach tens to hundreds of millions (or even over a billion!) of Gen Z and young Millennial viewers, music videos are where you need to go. So give us a call to chat if this interests you, and we can discuss how to get started. It's not the easiest of partnerships to build and you have to be ok with last minute and letting things go that can't be shaped into the right partnerships, as it is a little wild wild west in feel - but phenomenal partnerships can be built.

And now on to our weekly blog recap...

- Stacy

## What It's Like to Become an Influencer

By Tatum Dahl, March 12, 2021 at 7:30 AM

### Falling Into a Following

In this day and age, the majority of advertising and marketing takes place beyond the television. If you own a smartphone or engage in any sort of social media, you know that ads and endorsements can be found anywhere you can like or comment on a post. Today, millions of dollars are wrapped up in the

world of influencer marketing, as it is arguably one of the main ways products are sold online.

While influencer marketing is a straightforward, efficient, and effective way to sell a product, it can often times be more complicated behind the scenes. Unlike with other forms of advertising, influencer marketing requires a person to brand themselves in a very personal way. While many with a following earned it through dedicated social strategy and hard work, others stumbled into a large platform, not entirely on purpose. **In this blog, Hollywood Branded discusses the personal and often intimate side of influencer marketing within the greater entertainment industry from the perspective of a micro influencer.**

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## Tips To Product Placement & Partnerships in TV with Susan Weber Gatto

By Sela Mueller, March 11, 2021 at 7:30 AM

### Things To Note About The Entertainment Marketing Industry

Everybody wants to be a part of the entertainment industry - even marketers! Realistically, there is a lot of work that goes into product placement than one would think, and so much can go wrong!

Recently, our CEO sat down with Suzan, and discussed some of these topics! **In this blog, Hollywood Branded learns tips to product placement and partnerships in TV with Suzan Weber Gatto, president of SWG Consulting.**

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## Transmedia Storytelling As A Marketing Tactic

By Naurice Minor, March 10, 2021 at 7:30 AM

### The Power Of Transmedia Storytelling

Storytelling can take many forms, from traditional cinema and television programming to mobile apps and video games. With more mediums to tell a story, brands and media giants are finding that niche audiences exist within each medium, thus expanding their already large reach to even broader shores.

Telling a story across multiple media platforms is known as Transmedia or Transmedia Storytelling. **In this blog, Hollywood Branded explains how Transmedia Storytelling works as a marketing tactic, and how it's been employed by media giants today.**

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## Environmental Justice With TAZO Tea, American Forests, And SZA

By Kira Cusick, March 9, 2021 at 7:30 AM

### TAZO Tea And SZA Team Up With American Forests

Climate change is one of the most pressing issues facing society today. The effects of climate change highlight vast social inequalities, with its detrimental effects most visible in communities of color across America. As R&B singer, and now TAZO Tree Corps ambassador, SZA, highlights in the video premiere for this project, decades of racially and economically discriminatory red lining practices have turned some communities into “sacrifice zones” where heavy polluters were placed (such as highways, power plants, chemical treatment plants, and more).

As a result, these areas do not have equal access to clean resources, have fewer green spaces, and have less trees. The TAZO Tree Corps was launched in collaboration with American Forests to combat these inequalities by creating a “paid workforce dedicated to building and maintaining the urban tree canopy in 5 major US cities.” **In this blog, Hollywood Branded will explore the relationship between brands and nonprofit organizations, as well as how celebrity endorsements can bring about social change.**

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## HB Round-Up: Influencer Marketing

By Alexa Mancilla, March 8, 2021 at 7:30 AM

### Are Influencers The New Celebrity?

Nowadays, influencers are becoming household names, just like your favorite celebrities. Charli D'Amelio is now as recognizable to some as Taylor Swift, and this is causing marketers to shift their focus when it comes to celebrity marketing.

Influencers are trusted as much as celebrities when it comes to product endorsements. Because of this, influencers are being tapped more and more to create amazing campaigns for massive brands. **In this blog, Hollywood Branded recaps some of our blog posts about influencer marketing.**

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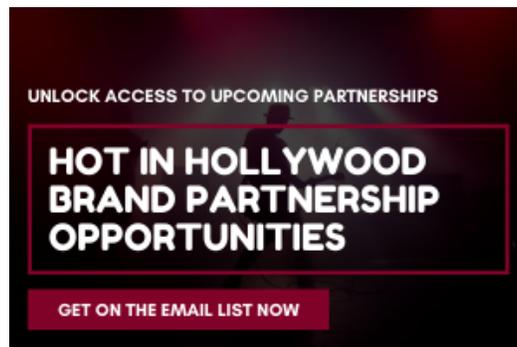


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