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Hi there,

As we continue marching along the months of Awards Season, this weekend's soiree was helmed by the Writer's Guild Awards (WGA) virtual pre-recorded event with the nominees all pre-submitting acceptance speeches - with only the actual winners acceptance aired (a little weird to have to pre-record your excitement - but, they get to showcase their acting chops!)

We often speak with brands who think the only option for a red carpet partnership during Awards Season will be well beyond their budget. Both the Critic's Choice Awards and WGA's are two recent and great examples of events that are more affordable, and still provide often the exact same massive celebrity A-list attendance, with non-Covid years red carpet walks and backstage gifting lounges or nominee gift bags. Something to think about for 2022 - as it is never too early to start planning.

And in an interesting turn of events, just as awards shows seem to be getting better at their virtual event hosting, and awards acceptance, The Academy Awards announced that nominees who want to be able to accept their award will be required to attend in person - no Zooms allowed. Oh - and no casual clothing allowed either. Whatever will Jason Sudeikis wear if not a sweatshirt?

And now on to our weekly blog recap...

- Stacy

Three Iconic Advertisements That You Forgot About

By Brandon Pike, March 19, 2021 at 7:30 AM

Leave It Up To Doritos, Pepsi, and GEICO

What advertisements come to your mind when you hear the brand, Pepsi? Perhaps Kendall Jenner's [controversial campaign](#) with the brand. Well, what

about Doritos? The first one that comes to my mind is their collaboration with Post Malone and the ad '[Post Limón](#).' Lastly, what about GEICO? Of course the one that should come to all our minds is the [GEICO Gecko](#).

But what if I told you these three brands had iconic commercials that *we all forgot about*. Advertising teams for these brands created relatable, engaging, and hilarious storylines in order to promote their brand. From Sumo wrestlers to even a Camel as a main character, Doritos, Pepsi, and GEICO have been (and are still!) some of the top advertisers in their respective industry. **In this blog, Hollywood Branded brings back to life three iconic ads from Doritos, Pepsi, and GEICO.**

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How To Simplify The Marketing Planning Process With Tim Fitzpatrick

By Sela Mueller, March 18, 2021 at 7:30 AM

What Marketers Should REALLY Be Doing

When getting started in marketing your business, there are so many different components to keep track of that can be extremely confusing and complicated. With new advice coming out from professionals constantly about what you need to be doing to be successful, it's easy to be worn thin!

Recently, our CEO sat down with Tim to talk about how he simplified his marketing process. **In this blog, Hollywood Branded learns how to simplify the marketing planning process by focusing on the primary marketing fundamentals with Tim Fitzpatrick, founder of Rialto Marketing.**

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45 Celebrities And The Beauty Brands They Own [Infographic] Part I of III

By Sela Mueller, March 17, 2021 at 7:30 AM

Celebs and Makeup and Skincare, Oh My!

What seemingly started with Kylie Jenner's Kylie Cosmetics has become an international phenomenon. Now, it seems like there is a different celebrity beauty brand for almost every week of the year, and it's getting difficult to name a celebrity that DOESN'T have their own beauty brand. While some of these brands are obvious and well known, there are a few that may surprise you!

Some of these brands have been around a while, but some haven't even launched their first product yet! **In this blog, Hollywood Branded shares our curated list of the first 15 (of 45) celebrities and the beauty brands that they own.**

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6 Tips To Become An Instagram Influencer

By Allison Zoey Feraren, March 16, 2021 at 7:15 AM

Do You Want To Become An Instagram Influencer?

Are you looking to be next Kylie Jenner, Jeffree Star, or Olivia Jade? With Instagram having over [1 billion monthly active users](#) there is potential for anyone to thrive. Content creators such as Emma Chamberlain and James Charles have made their mark on social media and have even developed into successful entrepreneurs.

Due to the power of social media, Emma Chamberlain has amassed over 11.6 million followers on Instagram and James Charles has 25.7 million followers. With dedication and the inside scoop of how to go about it, the potential to become successful is limitless. **In this blog, Hollywood discusses the ultimate guide to become an Instagram Influencer.**

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Hollywood Branded in the Media - Q1 2021

By Alexa Mancilla, March 15, 2021 at 7:30 AM

PR For Hollywood Branded - Q1 2021

As an agency, we (of course) love free publicity. But it is more than that. We love helping educate people on the ins and outs, the overall best practices, and the mistakes to avoid along the way to create awesome pop culture marketing strategies.

That way, whether the brand marketer works with our team, another agency or does it in-house, we are able to help provide some guidance and make sure success is found. Because quite frankly - it's not the easiest marketing strategy to successfully pull off. But we also know leveraging pop culture as a marketing tool is one of the best ways you can differentiate your brand, stand out and ultimately that required mecca - drive sales.

In this blog, Hollywood Branded shares some of our top product placement, celebrity and influencer media interviews this year including Business Insider, Content Commerce Insider, Glamour, and Mexico's Merca 2.0. Let's take a walk down memory lane...

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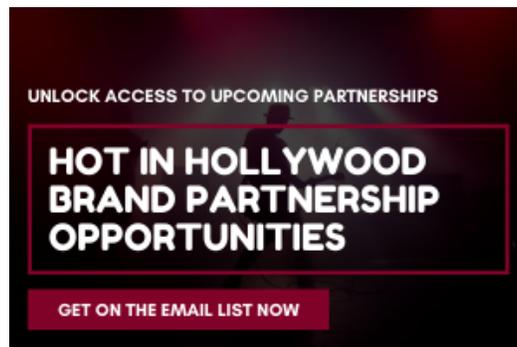


WEEKLY EPISODES ON MARKETING + BUSINESS ADVICE

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A professional microphone is shown in a recording studio setting.



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A person is partially visible in the background, looking towards the camera.

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