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Hi there,

Fancy dress, mint juleps and hats, lots of glorious hats, all raised to Medina Spirit who just won the Derby this weekend, with even bigger applause to Bob Baffert, the trainer who set a Kentucky Derby record with his seventh career win at Churchill Downs. His skill at producing one winner after another is so similar to those Hollywood producers like Stephen Spielberg, Spike Lee, Jerry Bruckheimer, Quentin Tarantino, Kevin Feige (all those Marvel films!), Martin Scorsese and so many others.

They each share one other commonality - they are all considered safer bets. Which is one reason why when we are exploring brand partnerships for clients, there are always certain films that just have that extra sense of being an (almost) sure thing. If you are interested in making your brand a winner in Hollywood, these A-list films often offer extremely strong opportunities to cross-promote and build starring moments that will last into the decades to come. Give us a ring to chat about what opportunities are on the horizon. And now on to our weekly blog recap...

- Stacy

## How Travel Influencers Adjusted To The Pandemic

By Christine Lim, April 30, 2021 at 9:50 AM

### What Happens When Travel Influencers Cannot Travel?

It's no surprise that the pandemic has absolutely shaken up the entire world. Travel came to a halt, and many people were left stranded in foreign countries due to strict travel restrictions. But what happened to those whose livelihood depended on travel? To say that travel influencers had a tumultuous year is an understatement.

Many travel influencers lost a lot of revenue because brand deals fell through and frankly, their content had become irrelevant; they can no longer pose with Chanel jackets on the streets of Rome or model bikinis at the beach in Bali. So, how did travel influencers keep their followers engaged throughout this year? **In this blog, Hollywood Branded explores how travel influencers have adjusted to the pandemic.**

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

By Sela Mueller, April 28, 2021 at 7:30 AM

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### Who Has One And What It's Called

First, there were beauty brands. As they started gaining traction, celebrities wanted in, naturally! Perhaps the only real difference between the two is that the latter has a big name backing it!

Some of these brands have been around a while, but some haven't even launched their first product yet. Even so, all of these brands have had massive success, mainly due to the names backing the product. **In this blog, Hollywood Branded shares the last of the 15 celebrities and the beauty brands that they own of our 45 celebrity beauty brand infographic.**

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## Marvel's Top-Grossing Recipe

By Langley Turcsanyi, April 27, 2021 at 7:30 AM

### Forget Candy, Marvel Studios Proves That Easter Eggs Are Better Filled With Money

In order to cater to the loyal Marvel fans, Marvel Studios films are filled with Easter eggs that refer to other films in the franchise and close with an after-credits scene that usually introduces a conflict that will be important in a subsequent film. These elements have become the distinctive trademark of the Marvel Cinematic Universe films.

These films are greatly anticipated and have created the practice of staying in the theater all the way until the lights come up because, for those in the know, extra scenes during or after the credits can offer crucial information about the events seen in that film or a preceding or succeeding one. Marvel Studios has a great grasp on how to effectively engage with their fans that have stuck with them since the comic book days while simultaneously filling theater seats with young people now. **In this blog, Hollywood Branded discusses the overwhelming grossing successes of Marvel Studios films.**

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# 5 Tips To Make Your Brand Appealing To Top Social Media Influencers

By Stacy Jones, April 26, 2021 at 7:30 AM

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## How To Draw Today's Top Influencers Toward Your Brand

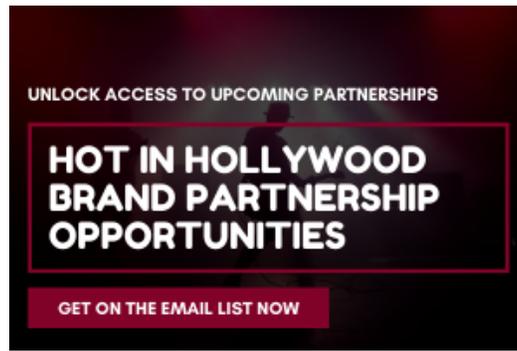
Social influencers are the celebrities of the younger generations. Much more accessible, these celebs appeal to today's youth and millennials through social media, sharing their experiences and coming off as very relatable. Even more so than 'true' celebrities, social influencer followers look to them for fashion cues, ideas and good taste.

Getting involved with an influencer can be an incredibly smart marketing move for your brand, spreading knowledge of your product to a new audience. However, having a top notch relationship with an influencer that loves working with you is what is going to take that endorsement to the next level.

**In this blog, Hollywood Branded provides you 5 tips to make your brand appealing to top social influencers and get more consumer attention.**

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