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Hi there,

If you have interest in product placement... then this is an article you should read. I had the pleasure of joining Gary Moore (Dell Technologies) and Dominic Artzrouni (Concave Brand Tracking) in speaking with The Hustle's Zachary Crockett who wrote a stellar article providing some great history, and answering common questions you'll want to know the answers to. Take a read: [The economics of movie product placements \(thehustle.co\)](https://thehustle.co).

And now on to our weekly blog recap...

- Stacy

## What Is a Skinfluencer?

By Sela Mueller, May 7, 2021 at 7:30 AM

### The New Age Of Influencing

You can't scroll around social media anymore without seeing someone recommend a restaurant, workout, or some special gadget that they swear makes their life so much better. Sometimes the recommendations are a little annoying, but other times, they're actually very helpful! It turns out, social media is a great place for people in the beauty industry to get their followers excited about products that are really working for them, or spread the news about products that everyone should avoid.

Skinfluencers are a prime example of this practice! The importance and impact of skinfluencers have skyrocketed since the quarantine began in March of 2020. In truth, they actually have quite a lot they can teach us! **In this blog, Hollywood Branded explores what a skinfluencer is and 5 TikTok skinfluencers that you should know.**

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## Obtaining Corporate Credit to Grow Your Business with Andrew Rey

By Maya Dolan, May 6, 2021 at 8:41 AM

### Take The Mystery Out Of Obtaining Credit

Have you ever wanted to start a business? Obtaining corporate credit to start and grow your business doesn't have to be complicated.

Recently, our CEO sat down with Andrew Rey to learn how agents can play the game of capitalism. **In this blog post, join Hollywood Branded's CEO, Stacy Jones and learn how to navigate the credit world from the expertise of Andrew Rey, the CEO of Flow Business Funding and best-selling author of *Entrepreneurial Money Secrets: Unlock the Power of Corporate Credit to Leverage Access to Business*.**

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## The Customer-Brand Connection That Pop-Up Shops Develop

By Alondra Santamaria, May 5, 2021 at 7:30 AM

### Your Favorite Brand Has A Surprise For You

Imagine walking down the streets of Paris and finding a beautiful flower shop, but wait... when you focus your attention a little bit more, you see the logo of your favorite designer brand. You may think "Impossible! Since when does my favorite designer bag brand sell flowers?" Well, my friend, it is most likely that you have found yourself in front of a pop up shop!

These creative pop up shops are catching consumers' eyes by the second since it is a new and exciting way to get your brand out there. It can be described as an experience rather than a normal shopping day. **In this blog, Hollywood Branded explores the customer-brand connection that pop-up shops develop.**

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## The Amateur Guide To Olivia Rodrigo: How She Rose To Fame

By Allison Zoey Feraren, May 4, 2021 at 7:30 AM

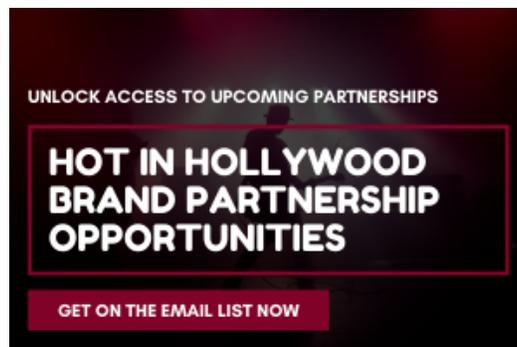
### Olivia Rodrigo's Journey To Fame

You get home from work, settle down into your couch, pick up your phone, and begin scrolling through TikTok. Video after video, an endless stream of girls crying to a song about a Driver's License floods your feed. You don't recognize this girl or song and immediately question if you're that out of the loop. You're

old, but not *that* old, as you grew up in the world of *Cheetah Girls*, *Hannah Montana*, and *Wizards of Waverly Place*.

The newest star to take over Tik Tok is Olivia Rodrigo. Similar to most rising young stars, Olivia's claim to fame started with Disney. However, you might be asking how she so quickly rose to mainstream fame because of this. **In this blog, Hollywood Branded discusses the journey on how 18-year-old Olivia Rodrigo started becoming a household name.**

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