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Hi there,

It's a little surreal... this moving into a world of no-masking, or limited masking, requirements. Here in California, we are a little behind most other states, where we experienced extended lock downs that lasted for many months longer than elsewhere. Yet even in LA, as requirements rollback, we are moving swiftly into a world where there are music album launch parties and festivals with hundreds of people attending, and the return of the movie premiere on the not-so-distant horizon.

Which means sponsorship opportunities abound for brands eager to participate and celebrate the return of normal. Interested in finding out about upcoming options? Shoot me a note and we'll share upcoming partnership opportunities! And now on to our weekly blog recap...

- Stacy

Controversial Marketing Tactics In Pop Culture

By Greg Smith, May 21, 2021 at 7:30 AM

The Big Controversy of Lil Nas X

Controversial marketing is a tale as old as time and has proven consistently to be a major win for brands that dare to use it. We've talked extensively about case studies that have implemented it before and the young hip hop star, Lil Nas X recently proved once again that it continues to succeed. Causing an outrage with the video for his latest single "Montero (Call Me By Your Name)" and accompanying sneaker line, the young music artist has caused a commotion on par with the iconic and now-classic video "Like A Prayer" by Madonna.

And while many would argue that the choices made both in the music video and the sneaker line released with it are simply offensive, there is a larger point to be made about the PR you can create with such a risque choice. **In this blog, Hollywood Branded examines the controversy of Lil Nas X's latest music video and sneaker line and how it can still prove to be a major win.**

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What To Know When Building An App For Your Business With Eric Colbert

By Maya Dolan, May 20, 2021 at 7:30 AM

The Future Of Technology

There are so many factors that go into creating a positive user experience and visually pleasing design for a business website and e-commerce. It is hard to know where to begin.

Recently, our CEO Stacy Jones sat down with an expert in e-commerce platforms and the future of technology. **In this blog post, Hollywood Branded learns how to find success with eCommerce marketing from Eric Colbert, the COO and partner of SPARK6.**

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Your Favorite Media Has Brand Exposure

By Tatum Dahl, May 19, 2021 at 7:30 AM

I See It, I Want It

We've all been there: it's Sunday night and you are sitting on the couch deeply invested in your favorite TV show or movie. All of the sudden, the lead character reaches for a stand-out brand of food or drink and indulges. Maybe they're drinking an ice-cold Coca-Cola, or just went in on some Flamin' Hot Cheetos. You think to yourself, "I could really go for that right now" and momentarily consider running to the nearest convenience store to grab one for yourself. If in fact, you *have* been in this position, then that brand's marketing team has done their job!

Product placement and brand integrations are everywhere in Hollywood and can be seen across all forms of media including television, film, music videos, and even video games. **In this blog, Hollywood Branded discusses some of the most iconic brand exposures in popular media and what they do to benefit brands.**

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From TikTok To Tinder: An Influencer Marketing

Strategy

By Brandon Pike, May 18, 2021 at 7:30 AM

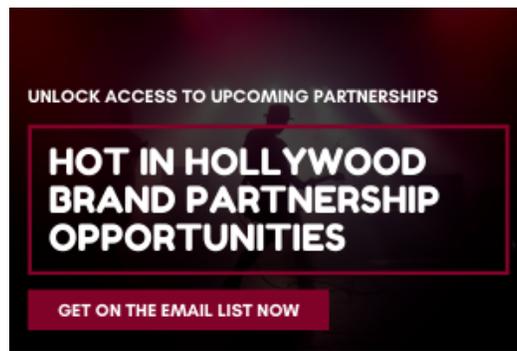
Swiping Across Platforms

During the past year, we all have had to adapt to the changing world around us. From social injustice to the COVID-19 pandemic, our world is constantly changing. The changing environment also includes the way in which we find joy, communicate with each other, and pass the time. Throughout quarantine (and still to this day) two apps - TikTok and Tinder – were able to gain new audiences and increase their marketing presence.

Overnight, TikTok users rose to fame through viral content – some garnering over 100 million views on a single [video](#). While the world was put on pause, TikTok kept moving forward. Now, TikTokers are on the cover of popular [magazines](#), questioned by [paparazzi](#), and are partnering up with large brands to help promote different products and services. **In this blog, Hollywood Branded discusses how Tinder is capitalizing on the rise of TikTokers to help promote the service through their Brand Ambassador and Influencer Marketing program.**

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