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Weekly Issue #622 - November 1, 2021

Hi there,

As a reminder that things are not always as locked in stone as the brand partner may wish thanks to the whims of creatives or talent, Jay-Z is in the midst of a court battle with perfumery brand Parlux Fragrances. Why? Well, he managed to break a pretty major deal point (or multiple) when he refused to show up for an event promoting his own fragrance, Gold Jay Z with Good Morning America, Macy's in-store appearance, and Women's Wear Daily back in 2013. When asked Friday by the defense if he understood what he was supposed to do, his response was "I'm not a lawyer... I did not read the contract". (Pul-heeze of course there are appearances with a perfume named after you - and flash forward to 2021 custom content and social media posts too.)

While celebrity sells products, in big ways - working with talent can be a handful, even with contracts in place. The biggest issue that always pops up in Hollywood deals is the lack of communication. Brand speak is very different than Production/Talent speak. And brands who think they can say something and anyone actually is listening well enough to remember to make it happen - think again. It takes relentless follow-up verbally and in writing until you get to the finish line of the deal - the day after it is done. Our team spends an extraordinary amount of time just following up and checking in, and then re-adjusting (zigging) as needed.

1,001 things can go wrong that would just be impossible to outthink and prepare for. What is key, however, is making sure you have an experienced team in place ready to zig at the zags that may pop up, and work to find solutions that still benefit each party. With, of course, the goal of finding a solution before it comes to courtroom antics that titillate jurors.

However, there may be more revealed in the coming week as Jay-Z countersued for missing payments and the plot thickens... oohh the intrigue. :)

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[Download Our eBook: The Ultimate Tiktok Guide For Brands](#)

I mentioned this last week - and here I am again to say... We have a nifty guide you should check out. It's extensive - you'll be hard pressed to find more details on how to conquer TikTok than in this guide. Get ready to learn (and spend a lot less time doing re-takes!)

In this week's pop culture partnership insights, you will:

- Learn how celebrities such as Taylor Swift, Gordon Ramsay and Jason Derulo have utilized TikTok to maintain relevancy to Gen Z audiences.
- View some highlights from my interview with Alex Sinatra, who is the Founder and CEO of Your Potential For Everything, and understand what student athletes need to know, before they start building their personal brand.
- Discover the fast-growing popularity of eSports and learn why marketers should turn towards events such as Dota 2 International and Call of Duty X Games to advertise their brand.
- Understand how Paramore's lead singer, Hayley Williams, built a massive hair dye brand based off her famous, fiery locks, and how her company leveraged social media to grow, exponentially, this past year and a half.
- Find out which users are the most followed on TikTok, and learn how these internet celebrities have created careers for themselves, that will surely withstand the lifespan of the viral app.

It is now November! Where did the last 10 months?!? Still just a little bit of time for Black Friday and Holiday pushes leveraging influencers and talk shows. Give us a call if you want to brainstorm and discuss options!

And now...on to our weekly article round-up!

- Stacy Jones, CEO + Founder Hollywood Branded

HOW CELEBRITIES USE TIKTOK TO STRENGTHEN THEIR BRAND

By Caitlin Barry, October 29, 2021 at 9:03 AM ⌚

Old School Meets New School

TikTok, the addicting social media platform, has sent content creators like Charli D'Amelio and Addison Rae into perpetual superstardom. But before TikTok, YouTube, or even social media itself, the public had good ol' celebrities from movies, television, radio, and magazines. Celebrities are their own brand. They must market themselves to the public and must always be aware of how they are perceived. Before social media, celebrities had PR teams, journalistic interviews, and TV talk shows to maintain their image. While they still have all these branding options, social media has become the frontrunner for creating personal brands.

Image is essential in the life of a celebrity, and an effective social media presence can positively impact their brand and career. **In this blog, Hollywood Branded shares how celebrities use TikTok to strengthen their brand and cater to a younger generation.**

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MARKETING YOURSELF AS A STUDENT ATHLETE

By Sam Zikos, October 28, 2021 at 11:13 AM ⌚

The Time Has Come!

It wasn't until recently that the NCAA approved a policy that would allow student athletes to monetize off their name, image, and likeness. Now, professional athletes have served as brand partners for a while. but for student athletes, this is an entirely new space. For a college kid, who is balancing school, sports, and a social life, building a personal brand can be a bit difficult and overwhelming—especially if it's not done right.

So, we sat down with Alex Sinatra to get the lowdown on this new policy, and find out what student athletes need to know. Plus, she has a ton of experience in sports and law. **In this blog, Hollywood Branded shares how to market yourself as a student athlete, from the expertise of Alex Sinatra, who is the CEO of Your Potential For Everything.**

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3 EXAMPLES OF ESPORTS AND ITS MASSIVE GLOBAL MARKETING REACH

By Jake Conley, October 27, 2021 at 11:38 AM ⌚

The Endless Opportunities That Esports Can Create

eSports is a term you may be unfamiliar with, but if you are, you have likely heard someone saying "it's not a real sport" but in reality, eSports is one of the largest industries in media. People have recently gotten the chance to stay inside due to COVID-19 and because of that, video games have been a favorite activity for many.

As the popularity of video games has grown, so has its consumers' passion for high octane competitive play. eSports has come to the forefront for many consumers and advertisers as the next big thing in media. With massive viewer numbers and large cash prizes, there is no reason for many not to get excited. **In this blog, Hollywood Branded shares 3 examples of eSports Events that reached consumers on a massive global scale, and how those viewers can influence brand marketing.**

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HOW HAYLEY WILLIAMS BUILT HER HAIR EMPIRE

By Alison Madsen, October 26, 2021 at 8:00 AM 🕒

The Singer-Turned-Entrepreneur

You may be familiar with the name "Hayley Williams." She's well known in the pop-punk community for her incredibly powerful voice, oh and for being the frontwoman of the majorly successful band Paramore. But did you know she's also the co-owner and creator of her very own hair-dye company?

Williams is not only recognizable by music lovers, but by the beauty industry as well. She's celebrated for her ever-changing, crazy hair colors and unique fashion looks. Williams' personal style might be just as acclaimed as her singing career. **In this blog, Hollywood Branded will explain how Hayley Williams was able to turn her signature look into her own business, and how her hair empire came to be.**

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THE MOST FOLLOWED ON TIKTOK

By Sam Zikos, October 25, 2021 at 11:39 AM 🕒

TikTok: The Hub of Pop-Culture

You've heard us mention TikTok countless times. In fact, you may be sick of it (and we get it if you are). But, the reality is, is that is that it's one of the top, social media apps, and a key player in pop-culture. TikTok makes Instagram look like old news.

Part of the reason as to why TikTok is so great (and heavily favored by its users), is that it's so much easier to go viral and garner a following, compared to any other app. Because of this, TikTok has helped skyrocket a number of individuals into worldwide fame, gaining them millions of fans (and dollars!) and numerous sponsorships. **In this blog, Hollywood Branded shares which users are the most followed on TikTok and how these stars have leveraged their social media fame.**

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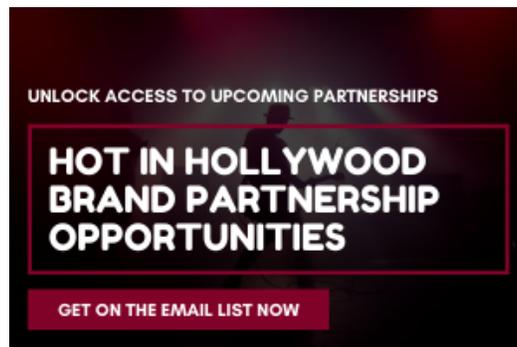
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