

[🎧 Our Latest Podcast Episode →](#) | [📞 Request A Call →](#)

Weekly Issue #623 - November 8, 2021

Hi there,

This weekend's Astroworld concert is a reminder of how swiftly something great can fall apart and showcases an example of the need for pre-planning for the unthinkable by brand marketers. My heart goes out to those families of loved ones who lost their lives, and those injured in the crowd surge. The tragedy does not just impact those concertgoers, their family, and friends. Regardless if either will be held ultimately responsible for how the night unfolded, there was extreme collateral damage well beyond Astroworld's brand image and that of Travis Scott.

Unfortunately, all who sponsored the event, and the city of Houston itself, were thrust into PR crisis mode Friday night. From one moment they went from posting excitedly about behind-the-scenes content stemming from their partnership to in an instant having to comment on their association with the event - and what to say that would not serve as a trigger to create unleashed social fury. That's a hard position to be put in.

While it is absolutely impossible to plan for everything, brand marketers are placed in a position where you need to prepare for all outcomes. Including when sponsoring events and partnering with other entities and influencers. Which is of course mind-boggling not doable at all. Large brands typically have crisis communication specialists in place. Smaller and midsize brands, not so much, not only because of budget limitations but because many feel overall exposure risks are more limited. But that all changes when the brand is partnered with a newsworthy pop culture-driven event or influencer. Fans take notice - of everything.

FOLLOW US ON SOCIAL



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

Brands have to take risks in order to sustain, grow and thrive - including sponsorships, endorsements, and partnerships that could open the doors to calamity. The alternative - for brands to just choose to not participate and live safely in the shadows, is absolutely the wrong decision.

But you can come up with general plans on how you as a brand will comment and pivot when (unknown) disaster happens, and build a team who can think and react quickly if that time does come. The best way to prepare is to proactively set up brainstorming sessions to

discuss what to do if the worst occurs - so there is an outline of a plan in place for future reference that can be grabbed in a moment of panic.

And as callous as it may sound, there is also financial damage that has occurred this weekend. Brand sponsors paid fees to be seen at and part of the event, which was canceled halfway through. There is a question that many are likely pondering, and which will have legal teams re-reading contracts: *Do we still owe the entire sponsorship fee/is there a refund?*

And that is a sobering question to be answered by the event's insurance agency and countless lawyers to come.

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

- Learn about 6 songs that went viral this fall, and discover all the ways that music artists are leveraging content on the app to garner a following and maintain relevancy.
- Read highlights from my interview with Mandy McEwen, who is the Founder and CEO of Mog Girl Marketing and Luminetics, and learn how to harness the power of humanized content marketing.
- Discover how 5 Halloween horror classics including *The Shining* and *Get Out*, have leveraged product placement in their films, and see the power of this marketing tactic with the horror genre.
- Check out 3 notable brand partnerships in video games - including KFC's collab with Cool Master and Monster Energy's cameo in *Death Stranding*, and learn why they were successful.
- Get a run-down of today's top ten female influencers, and discover why these figures are taking over the social media world.

Last call for holiday! It's my weekly mantra for the next month or so. But the clock is ticking. Give us a call if you want to brainstorm and discuss marketing options!

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

- Stacy Jones, CEO + Founder Hollywood Branded

6 SONGS THAT WENT VIRAL ON TIKTOK (FALL EDITION)

By Aliya Ghoreichi, November 5, 2021 at 12:21 PM 

Artists Are Conquering TikTok Through Music

TikTok has developed into a very popular way to market yourself, and musical artists are taking advantage of this. Through videos, people can add their songs as a sound, and it could eventually become a part of a viral TikTok trend. Users can create a dance or a challenge, and they choose a specific tune that fits well with it. The creative possibilities on this app are truly endless! Some artists now enjoy fame due to this effective tactic.

Because TikTok has [1 billion active users](#), many artists are now resorting to the extremely popular app. By posting their content on it, they can attempt to bring more attention to their name and art. Even if a musician is already famous, TikTok can help them reach a new level of fame. **In this blog, Hollywood Branded shares 6 songs on TikTok that went viral on the app this fall, and how their songs are being used in videos.**

[READ MORE »](#)

HOW TO LEVERAGE LINKEDIN

By Sam Zikos, November 4, 2021 at 2:05 PM 

Creating Humanized Content

Every business professional should be utilizing LinkedIn, as it's a powerful tool for generating both exposure and leads—if it's done *right*, of course. If you're using the platform for mindless spamming and automated messaging, then you won't see any results.

So, we sat down with an expert to discover how to utilize LinkedIn's fullest potential. **In this blog, Hollywood Branded shares how to leverage LinkedIn and harness the power of humanized content marketing from the expertise of Mandy McEwen, the Founder and CEO of Mod Girl Marketing and Luminetics.**

[READ MORE »](#)

5 CLASSIC HALLOWEEN/HORROR FILMS AND THE BRANDS THEY FEATURE

By Tory Noble, November 3, 2021 at 8:30 AM ↻

It's Not All Jump Scares And The Paranormal

If you are a Halloween/Horror film superfan like me, you probably watch most of the classic movies on this list at least once every fall. But you may not have noticed that they are a gold mine for product placement. From alcohol to candy, product placement is a staple of the classics.

Even though horror may seem like a genre that your brand wouldn't fit into, you'd be surprised how many unlikely brands are recognizable in the scary movie classics. **In this blog, Hollywood Branded looks at 5 Halloween/Horror films, the brands they feature, and how effective product placement is in this niche genre.**

[READ MORE »](#)

THE SUBTLE SUCCESS OF VIDEO GAME MARKETING

By Josh Chery, November 2, 2021 at 8:30 AM ↻

How Video Games Are Now Making Brands Money

No more can people tell you that playing video games is a waste of time. Many companies now would love to increase your game time. The more you play the bigger they can grow.

If you feel like there has been an increasing number of partnerships with video games and mainstream content... you're not alone. It is a strategy that is starting to trend with no signs of slowing down. **In this blog, Hollywood Branded discusses brand collaborations within the video game industry.**

[READ MORE »](#)

ENHANCE YOUR KNOWLEDGE + GET CERTIFIED

**INFLUENCER
MARKETING
ONLINE SCHOOL**

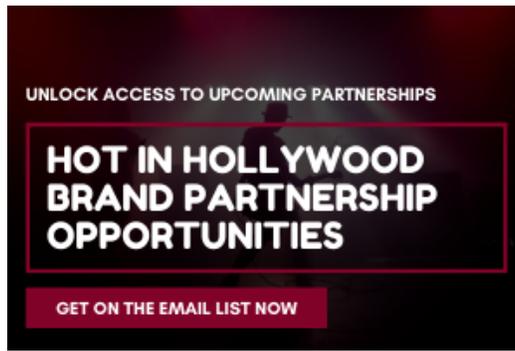
ENROLL IN ONLINE CLASSES NOW



WEEKLY EPISODES ON MARKETING + BUSINESS ADVICE

**MARKETING MISTAKES
(& HOW TO AVOID THEM)
PODCAST**

LISTEN TO OUR PODCAST



HOW DID YOU LIKE TODAY'S EMAIL?



HATE IT



mEEh



LOVE IT!

Hollywood Branded Inc., 110 Lomita Street, El Segundo, CA 90245, United States, 310.606.2030

[Unsubscribe](#) [Manage preferences](#)