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## Weekly Issue #624 - November 15, 2021

Hi there,

I'm sure you've seen them. You may have even bought them with a smile. They are offering serious competition to brand competitors.

What is it I'm talking about? Celebrity-owned brands who are popping up in movies alongside their co-stars.

Both Dwayne Johnson and Ryan Reynolds star in Netflix's \$200 million blockbuster-sized budget *Red Notice*. Alongside them are two co-stars: Teremana Tequila Blanco owned by Johnson, and Reynold's Aviation American Gin which sold to Diageo for \$610 million in 2020.

What the... Aviation was launched in 2006, Ryan joined the fun in 2018, and they sold 2 years later... no matter how much stock they gave/sold Ryan in that deal, there is no denying that is a massive windfall. Ryan's team worked for it though. It was not simply having him be the face in an ad campaign. Instead, they had WHOLE BUY-IN and incorporated Ryan's ethos and his character's from his movies into the brand marketing strategy. They became one well-packaged overall brand.

Dwayne Johnson is following the same branding strategy - both of whom have modeled off of George Clooney and his Casamigos Blanco Tequila.

It is CRAZY how successful these three companies became - jam-packed in fan's feeds by the power of their celebrity owners' own platform self-driven social media and PR promotions. This should leave all with the realization that celebrity brands can have massive power - when done right.

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The "right" is the part of the equation that most brands miss when trying to work with celebrities, and really have no hope in capturing for their own brand when they just use celebrity faces for co-promotion.

That's the key difference between creating a brand with a celebrity, and having a celebrity become the face of your brand. The investment by the celebrity - the time, the energy, the love given to the

brand when they are part of building a brand, versus being used as the face of the brand, is what makes all the difference to a truly successful partnership.

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

- Gain insights to how music artists such as Lil Nas X, Ariana Grande, and more are leveraging video games to promote their music.
- Read some highlights from my interview with Donnie Boivin, who is the CEO and Founder of the Success Champions family of companies, and a business summit that is appropriately named as he is... "Badass". He's fun, smart and will be able to help you improve your sales skills.
- Learn about 3 business ventures gone wrong from some of the world's most famous millionaires, such as Kanye West, Nicky Hilton, and more, and understand what you can learn from their mistakes.
- Understand why reboots and remakes are such a big success, and see why your brand should consider partnership opportunities in this type of content.
- View the top brand partnerships in Sony's *Venom*, such as Bremont Watch Company and KFC Korea.

Last call for holiday! It's my weekly mantra for the next month or so. But the clock is still ticking. Give us a call if you want to brainstorm and discuss marketing options - or how you should be approaching building celebrity brands!

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

- Stacy Jones, CEO + Founder Hollywood Branded

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## MUSIC AND THE GAMING WORLD

By Sarah Kistler, November 12, 2021 at 8:30 AM 

### A New Way To Spread Awareness

With the fairly recent use of Tik Tok to promote music, music artists and their labels are looking for additional ways to expand awareness of their songs. As new social platforms are formed and adapted by the mainstream it's not a surprise that the music artists and their labels are gravitating towards this virtual form of connecting with fans and entertaining them.

Videos games have been around for years but with streaming platforms like Twitch and YouTube Live they've become a bigger part of pop culture. Resulting from this shift in what's popular, music artists and their labels have worked to partner with video game companies. **In this blog, Hollywood Branded discusses how the music industry is shifting towards utilizing video game partnerships as another way to connect with fans and spread awareness of artists and their music.**

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## INCREASING YOUR SALES AND ESTABLISHING SYSTEMS

By Sam Zikos, November 11, 2021 at 1:26 PM 

### Finding The Right Client

In one of our latest episodes of "Marketing Mistakes (And How To Avoid Them)," Stacy sat down and chatted with sales expert and entrepreneur, Donnie Boivin. He gave his two cents on all things sales, and gave some important pieces of advice, such as why you should find your niche, and only pick clients you can do cocktails with.

So, today, we decided to share some key moments from their interview. **In this blog, Hollywood Branded shares how to increase your sales and establish systems from the expertise of Donnie Boivin, who is the CEO and Founder of the Success Champion family of companies.**

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## MILLIONAIRE FAILURES AND WHAT TO LEARN FROM THEM

By Brandon Pike, November 10, 2021 at 8:30 AM 

## Even The Most Successful Fail

We see their names in the press – whether for their success, personal life updates, drama, and more – but we never hear about the failures that these businessmen and women have had in the past that allowed each one of them to build their name and brand to what it is today. In business we sometimes forget to tell ourselves that everyone makes mistakes. It is okay to mess up. Nothing is perfect. With each mistake, we grow from it and become better. These encouraging words have left the business industry, but I think it is time to bring them back. Messing up is okay! If no one messed up, the world would be synonymous – everything would be perfect, and that isn't fun is it?

To bring us back into reality, I want to highlight 5 successful celebrities that have found their path to success, but with bumps in the road along the way. The overall message – don't give up. If one business venture doesn't succeed; keep trying. Don't give up. Learn from it and create something better! **In this blog, Hollywood Branded discusses 5 celebrities and their failed business launches.**

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## PAST AND UPCOMING REBOOTS AND REMAKES

By Allie Duke, November 9, 2021 at 8:30 AM 

### Using Reboots and Remakes To Your Advantage

As discussed in my previous blog, [The Power Of Reboots And Remakes](#), there is a significantly higher chance of success for branded marketing campaigns in this type of media. Using the built up anticipation of viewers to your advantage, you can help improve your brand's reputation.

**In this blog, Hollywood Branded will look into past and upcoming film and TV reboots, so your brand can jump on these lucrative opportunities.**

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## TOP BRAND PARTNERSHIPS WITH SONY'S VENOM

By Jessica Moore, November 8, 2021 at 8:30 AM 

### It's Good To Be Bad... Or At Least Morally Ambiguous

With the age of the anti-hero slowly making a rise, an ambitious journalist, a symbiote, and adventurous brands heed the call to bring some of the best partnerships the super world has ever seen. After tremendous success with previous films such as *Suicide Squad*, *Deadpool*, and more recently *Deadpool 2* which [grossed \\$734,239,628 at the worldwide box-office](#), there is a definite market for these less morally righteous characters, and thus, a marketing opportunity that promises creativity and out of the box thinking.

With box office action films always a brand integration favorite, it's not always just about what is in the film - but how brands leverage it in their advertising. **In this blog, Hollywood Branded brings you the top brand partnerships with Sony's *Venom* and *Venom: Let There Be Carnage*, and take a closer look at the strategies and how brilliant campaigns from two unlikely sources, much like Eddie Brock and a symbiote, can make all the difference...**

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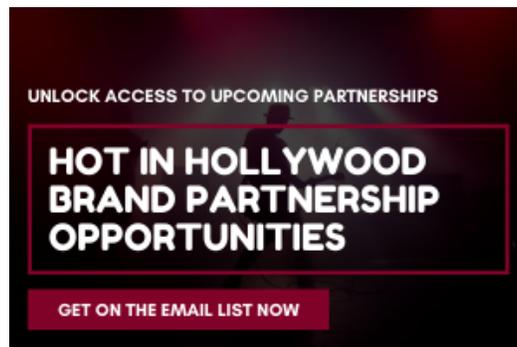
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