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Weekly Issue #625 - November 22, 2021

Hi there,

There is a new trend in town, and it's catching on so much - that a TikTok influencer created a fake video to mimic it. That trend? Celebrities who partner with restaurant chains to create an endorsement built around their favorite menu order.

Kyle Scheele, a TikTok influencer created a fake TikTok ad that clocks you over the head showcasing the potential power of influencer marketing for brands. Kyle set out to create a gag video of himself mocked up as a brand ambassador touting a favored meal, and he popped the gigantic 9' sign into a Kum and Go convenience store. Thanks to his established 3 million fan base, it went viral, with Kyle's fans DMing the corporate HQ, demanding that they create a real meal deal - as well as creating selfie lines out the door and hashtags galore. Kyle had on average 70k to 450k video views on average before this stunt, and the first post in the series received over 24 million views. CRAZY how fast things can blow up (if you are oh-so-lucky) in the world of social. Check [Kyle's TikTok](#) out and the series of videos. It's pretty brilliant. He reverse-engineered a celebrity endorsement deal. By accident.

This is not something new. Brands stalk the internet looking for their names to pop up on influencer platforms, hoping to find authentic fits where they can more naturally knock on the door and know they may have a receptive influencer partner on the other side.

For real. Trust me here. My team spends hours upon hours (oh so many hours) combing the internet through our various software subscriptions that help make it easier, digging into who the perfect potential influencers are for our clients. And when we find someone who actually knows and uses the brand already? It's like a rainbow breaks out of the sky and shines a light on the path of a perfect potential partner and we get giddy. Because those partnerships are authentic. And you can just tell that they actually are real because the influencer's eyes will light up and the passion in their voice will be just a little more - not just due to the fact that they are making money, but that they are touting a favored brand that actually means something to their everyday world.

With Kyle, jumping on the virality and free advertising Kum and Go brilliantly engaged with a return video and then smartly reached out to Kyle, creating an actual paid endorsement deal. Red Bull joined the social fun and come on board to additionally support - after all, you need a drink to go with that meal. Now you can go see for yourself and get Kyle Scheele Meale at every Kum and Go location. Smartly, the brand added in an additional charity component, donating \$2 up to \$10k, to make it all feel even more authentic and feel good. And that charity component makes the influencer who is out there hawking the products feel a little less guilty and more like they are helping donate to a good cause - and gets them to possibly give shout-outs about your brand even more.

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Kyle's stunt is based on celebrity partnerships you've seen. These partnerships work because it feels more authentic in this day and age of consumers wanting a dose of reality along with their advertising.

Case in point, Taylor Swift partnered with Starbucks this month, sharing her favorite drink order. For those Swifties out there, ask for "Taylor's Latte" or "Taylor's Version" to get her fav, a grande caramel nonfat latte. It's part of a partnership aligned to Starbucks' holiday red-colored cups and her re-release (since she is re-recording her original 6 albums so she can own the music again) album "Red". Or walk over to a Tim Horton's to grab Justin Bieber's very own "Timbiebs Timbits".

McDonald's has become the king of collabs with celebrities shining light on their favored foods and how they eat them. Recent endorsement partners and their favorite meals include:

- Travis Scott - the "Cactus Jack", a Quarter Pounder with cheese, bacon, and lettuce, a medium fry with barbecue sauce, and a Sprite with extra ice.
- J Balvin - Big Mac, medium fries with ketchup, and an Oreo McFlurry.
- BTS - Large fry, a 10-piece chicken nugget, a drink of your choice (their fav? Coke), and two new sauces.
- Saweetie - Big Mac, four-piece chicken nuggets, medium fries, sweet-and-sour sauce (rebranded to "Saweetie 'N Sour"), barbecue sauce, and a Sprite. Complete with instructions on how to "remix" the meal's items.

Travis Scott's partnership was the biggest winner for both the music artist and McDonald's. Scott acknowledged making \$5 million on the endorsement deal, and an additional \$15 million in co-branded McDonald's Cactus Jack merchandise. Now that, was an incredible partnership. McDonald's found a way to make MORE MONEY on the partnership than they spent on it. Come on here - that is marketing genius. Co-branded merch with trending pop culture is a whole new revenue stream many brands should start considering for their campaigns.

And if you head to McDonald's now, you'll spot Mariah Carey with her less authentic, more brand controlled, "The Mariah Menu" which has a different free item over 12 days through to Christmas Eve. Now of course after writing this, I seem to have a massive craving for Mc'Ds.

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

- Discover 9 features of Pinterest that can help you elevate your social media marketing skills.
- Read some highlights from my interview with Ben Worthen, who is the CEO of Message Lab, an award-winning agency that helps companies bring their stories to life through branded content.
- Learn how brands Hulu, Nike, and State Farm created endorsement deals with Chris Paul, Serena Williams, and Giannis Antetokounmpo to create iconic advertisements, and understand the brand benefits of partnering with these professional athletes.
- Find out all there is to know about brand ambassadors—the types, the benefits, and how to choose the right ones.
- Learn who some of the top food influencers are, and discover all of the big-name brands they have partnered with.

Last call (ALMOST) for holiday! It's my mantra for the next two weeks. The clock is still ticking, and midnight approaches for the opportunity to be gone. Give us a call if you want to brainstorm and discuss marketing options - or how you should be approaching building celebrity brand deals for 2022!

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

- Stacy Jones, CEO + Founder Hollywood Branded

TOP 9 NEW FEATURES FOR SUCCESSFUL PINTEREST INFLUENCER MARKETING

By Angelic Sanoy, November 19, 2021 at 8:30 AM 

The beauty industry is experiencing explosive growth in the market. With over \$425 billion of revenue, it's one of the top choice products that consumers purchase, and the demand for influencer marketing is always increasing!

Now social media plays a critical role in connecting people and products, and we can see this through a number of platforms, especially Pinterest. Therefore, you need to utilize its features and functions to reach a broader audience. **In this blog, Hollywood Branded explains why Pinterest is the best platform to connect with consumers and influencers, and we share 9 new features for successful Pinterest marketing.**

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THE POWER OF JOURNALISM IN BRANDED CONTENT

By Sam Zikos, November 18, 2021 at 6:00 PM 

All Things Branded Content

We *love* branded content (after all, there's a reason we are called Hollywood Branded). So, we recently invited an expert onto our show to discuss the ins and outs of branded content, and how it ties into journalism and storytelling.

Our guest, Ben, has tons of experience in the field. He's also incredibly knowledgeable on social targeting and SEO. **In this blog, Hollywood Branded discusses the power of journalism in branded content, from the expertise of Ben Worthen, who is the CEO of Message Lab.**

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3 ATHLETE-LED ADVERTISEMENTS AND HOW THEY SUCCESSFULLY INFLUENCED FANS

By Jake Conley, November 17, 2021 at 8:30 AM 

What Makes Athletes Influential?

Professional athletes have large followings of fans from all over the world. In today's age, that influence is essential for strong marketing and advertising. Athletes are personalities that fans can get behind, and that goes for products they promote too.

Advertisements that include athletes have become increasingly beneficial for brands because of the die-hard support of their fans. The goal of an advertisement is to get as many people interested as possible, and athletes are the perfect tool to achieve it. **In this blog, Hollywood Branded shares 3 examples of athlete-led advertisements, and how they continue to successfully influence fans purchasing decisions.**

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EVERYTHING YOU NEED TO KNOW ABOUT BRAND AMBASSADORS

By Caitlin Barry, November 16, 2021 at 8:30 AM 

Boost Your Brand

You may have heard of brand ambassadors, but how do they benefit your business exactly? Consumers are constantly bombarded with a large volume of marketing strategies from companies, which can make it difficult for a brand to stand out from the crowd. A brand ambassador helps cut through all the noise and gives brands a boost.

Essentially, a brand ambassador helps draw awareness to your brand and create a positive image association. Think Audrey Hepburn for Givenchy, or Sophie Turner for Wella Professionals and Louis Vuitton. **In this blog, Hollywood Branded explores the nature of brand ambassador partnerships and how you can benefit.**

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THE TOP FOOD INFLUENCERS AND BRANDED PARTNERSHIPS

By Justin Holvey, November 15, 2021 at 8:30 AM

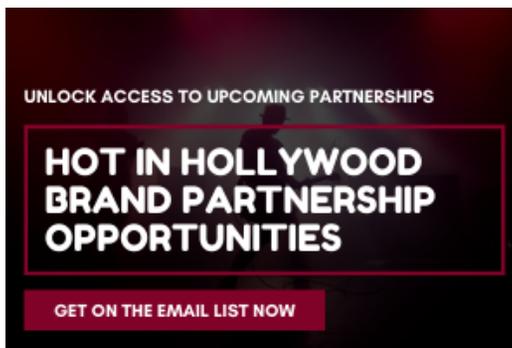
Delicious Food is a Major Influencer Category

What is one thing that almost everyone can relate to? Their love of food! Everyone needs to eat, so finding new and creative ways to cook has made food content some of the most popular to watch on social media.

Influencers are making millions of dollars a year posting videos and sharing content all about food, and brands help to make it possible for everyone to enjoy their favorite foodie's content by paying them to do so. **In this blog, Hollywood Branded looks at the top 10 Food Influencers and the brands that they have partnered with.**

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