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Weekly Issue #619 - October 11, 2021

Hi there,

Did you go see James Bond this weekend along with the other 40 million-ish people who have seen it? The film is doing phenomenally well at the box office - despite Covid's continued impact on theaters.

I had the pleasure of speaking recently with both *NPR's* Frank Lanfritt and *The Daily Telegraph's* Stephen Armstrong to discuss the changes future Bond releases will need to make to remain relevant while replacing aging audiences with younger hipper and more aligned-with-the-times viewers. Even the brands who partner with the film may need a bit of a shake-up. With Amazon's recent purchase of the franchise, we should expect to see some big changes. Take a read or listen!

- The Daily Telegraph: [Yes, Mr Bond, I Expect You To Die](#)
- NPR: Planet Money: "[Bond Franchise Will Have To Make Changes To Appeal To A Younger Audience](#)"
- NPR: [James Bond Economy: No Time To Die](#)

Check Out Our eBook: [How Product Placement & Co-Promotional Marketing Works](#)

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As a continuation of my last week note, Netflix's Squid Games has continued to make a major impact - it's the biggest non-English release Netflix has ever experienced. That whole 8 digit number story plot point actually being someone's phone number resulted in over 50 BILLION media impressions with a PR value of \$864 million from media outlets covering it. The power of media.

No wonder people are tuning in.

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

- Learn how influencers such as Addison Rae, Bella Porche, and the D'Amelio sisters leveraged their popularity on TikTok to enter the film, beauty, and music industry, ensuring their careers could withstand the fleeting nature of internet fame.
- View some highlights from my interview with Michael Buzinski, who is the CEO of Buzzworthy Integrated Marketing, and learn how service-centric businesses can increase their online presence, and better leverage digital marketing.
- Read about how to leverage podcasts for your brand, and understands the benefits of podcast partnerships and ads.
- Understand why YouTubers such as David Dobrik, Emma Chamberlain, and Logan Paul have garnered such a massive following through their vlog-styled content, and see why vlogs have become a popular form of media among Gen Z viewers.

It's still not too late to put together an influencer marketing campaign or talk show partnership for the holidays. Want to discuss? Give me a shout...

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

- Stacy Jones, CEO + Founder Hollywood Branded

HOW TIKTOKERS ARE BUILDING BRANDS OUTSIDE OF SOCIAL MEDIA

By Skander Ayachi, October 8, 2021 at 8:00 AM 🕒

Is There a Life After TikTok?

Despite how popular and important social media has become in the modern world, it is still constantly evolving and growing. Over the last few years, social media has led to the creation of the internet celebrity (or influencer). Due to the concept of online fame still being in its infancy, there is still a lot to learn about it. However, one thing we do know is that, in most cases, internet fame is temporary. Many people skyrocket to popularity on platforms like TikTok only to experience that fame for a brief period of time.

However, many influencers are aware of the volatile nature of online celebrity and have ventured out to build brands outside of their online platforms and even social media, entirely. Influencers with some of the largest followings on TikTok, such as Addison Rae, Bella Porche, and the D'Amelio sisters, are key examples of that. **In this blog, Hollywood Branded outlines the ways in which TikTok's biggest names are building brands outside of social media.**

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HOW SERVICE-CENTRIC BUSINESSES CAN LEVERAGE DIGITAL MARKETING

By Sam Zikos, October 7, 2021 at 2:00 PM ↻

Buzz To The Rescue!

Digital marketing is a powerful tool, but it's important that you do it right! That means recognizing the importance of authenticity, building a website that is tailored to your customers' needs, recognizing your competitive advantage, and leveraging call-to-actions—but that's not all. In fact, there is a lot you need to keep in mind.

So, we chatted with an expert to get the deets, and if you're running a service-centric business, this is definitely the episode for you. **In this blog, Hollywood Branded shares how service-centric businesses can best leverage digital marketing, from the expertise of Michael Buzinski, who is the CEO of Buzzworthy Integrated Marketing.**

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4 KEYS TO CONSIDER WHEN IT COMES TO PODCAST PARTNERSHIPS

By Caitlin Barry, October 6, 2021 at 10:30 AM ↻

Podcast Partnerships Are the Future of Advertising

Podcasting is one of the fastest-growing mediums today, where brands have the fantastic opportunity to reach targeted and niche audiences. In this day and age where audiences generally ignore visual ads, bypass commercials on TV, and install digital ad-blockers, podcasts have the opposite effect. Why? Because listeners are loyal to their favorite podcasters. Podcasters are considered to be authentic and honest. That's why [81% of podcast listeners](#) say they always pay attention to podcast ads.

Podcasting partnerships are an excellent and effective medium to reach a captivated audience of millions. **In this blog, Hollywood Branded shares 4 essential keys to acknowledge for your brand when considering future podcast partnerships.**

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3 REASONS VLOG CHANNELS ARE SO POPULAR

By Tatum Dahl, October 5, 2021 at 8:30 AM ↻

Vlogs Are For Everyone

"Vlogs" have been "the big thing" for the past 6 years. In a world entirely oversaturated with content and media, vlogs stand out in a big way. Pioneers in the industry such as David Dobrik, Emma Chamberlain, and Logan Paul have risen to unfathomable fame and success using the vlog platform as the basis for their content, while many attempt to follow in their footsteps.

But why does such a simple formula for content perform so well? How can David Dobrik post a day in his life and get 22 million views on the video? And why do communities flock so loyally to their favorite creators? **In this blog, Hollywood Branded explores five**

reasons why vlog channels are so popular and perform so highly.

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TOP 5 LATINX CELEBRITIES TO WATCH IN 2021

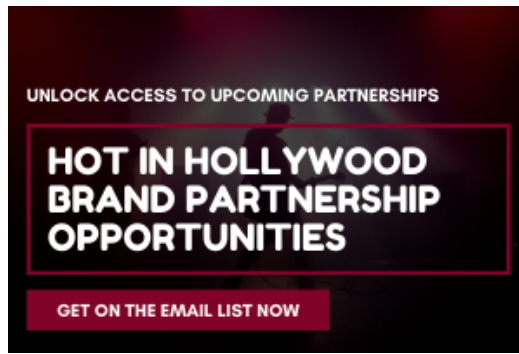
By Stacy Jones, October 4, 2021 at 8:30 AM ↻

Latinx Leading Actors Who Are Making Waves In Hollywood

During the most recent Academy Awards, there was major controversy over the lack of diversity in the nominees, sparking a hashtag #OscarsSoWhite discussion surrounding diversity. In reality, there are a tremendous amount of notable works from minority directors, actors and filmmakers alike. September 15-October 15 is Latinx Heritage Month, and these Latinx actors are making names for themselves and paving the way for young Latinx actors to come.

In this blog, Hollywood Branded shares our list of the top 5 Latinx celebrities to watch, as they make waves in the world of film and television. These actors are becoming massively popular and representing their heritage with pride.

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