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Weekly Issue #620 - October 18, 2021

Hi there,

Unlike in 2007, when I first opened Hollywood Branded, landed our first clients, hired a team of employees, and Hollywood then went on strike for 100 days... (I bet you can get the idea without living it how that was lousy timing to launch a company) Hollywood has done something right!

The strike for most of our weekly readers likely has not so much had you living on the edge for the last few weeks as I have, gritting your teeth with a smile plastered to your face, and wondering if the doom and gloom was going to happen - or not. And how you were going to juggle yet another mishap after a long year of Covid disruptions to Hollywood life, keeping your team busy and employed. We were at the ready to pivot and put some major extra focus on the celebrity and influencer partnerships part of our business.

I'm very happy to say, this weekend the studios, streamers, and producing community at large came together in partnership with the production community, and chose to support those 60,000 crew members who are tired of working long hours without breaks, at reduced pay - averting the strike which was to happen this very morning.

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The benefit to our agency is that the frenetic rush of Hollywood to shoot and shoot and shoot will slow down possibly by just a hair. Not with fewer productions, but just with a little more time to breathe. Ever since productions ramped up after Covid, the rush to get production to the finish line has been so rapid-fire, that we too have been racing against time to make sure our client partnerships come to life in more limited windows of planning.

So YEAH!!!! And I am now long overdue for a massage (many massages) to make all that tension go away.

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

- From Coca-Cola to Crocs, understand how a number of brands leveraged product placement opportunities in *The Suicide Squad* to elevate their marketing and maintain relevancy in pop-culture.
- Read some highlights from my interview with Dre Fox, who is the CEO of Time of Dre Media, and learn ways to better your socials and convert your followers into clients.
- Get a run-down of the top brand partnerships in *Space Jam: A New Legacy* and understand how these nostalgic, branded creations (from a Space Jam Kross Studio watch to a re-release of the 1996 Space Jam Happy Meal) attracted the eyes of today's young audiences, and compelled them to watch the hit remake.
- Learn about Ralph Lauren's iconic collaboration with Team U.S.A., and see how the brand has shifted its style and branding to fit today's culture, and focus on issues relating to the environment as well as the American market.
- Discover which influencers are paid the most on Instagram, and understand why a number of brands are attracted to these figures, and how they have secured so many successful sponsorships.

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... we are negotiating opportunities right now with ALL of the talk shows.

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

- Stacy Jones, CEO + Founder Hollywood Branded

HOW BRANDS USED PRODUCT PLACEMENT IN THE SUICIDE SQUAD

By Sarah Kistler, October 15, 2021 at 8:00 AM 

Spot These Brands In Action

There are tons of moving parts when it comes to films. From set decoration to props and costumes, it can be difficult for brands to have an organic spotlight moment.

Luckily for brands, there's product placement! Without any investment, there's no way for brands to control the specific way they want their product to be shown in a production. **In this blog, Hollywood Branded discusses how brands have used product placement to showcase their products in The Suicide Squad.**

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AMP UP YOUR PERSONAL BRANDING: TIPS FOR MONETIZING YOUR SOCIAL MEDIA

By Sam Zikos, October 14, 2021 at 11:35 AM 

Leveraging Social Media

How can you start to leverage social media for your business? How do you turn your social media followers into clients? How do you even build a social media following? How should you brand yourself?

Social media is a powerful tool, and every business should be using it! However, there are lots of questions you need to ask yourself (and lots of answers you need to know!) if you want to use these platforms the right way. So, we sat down with a social media expert to get all of the answers. **In this blog, Hollywood Branded shares the expertise of Dre Fox, CEO of Time of Dre, on how you can start monetizing your social media and improve your personal branding.**

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TOP BRAND PARTNERSHIPS IN SPACE JAM: A NEW LEGACY

By Chelsea Collins, October 13, 2021 at 9:19 AM 

Space Jam: A New Brand Legacy

Space Jam: A New Legacy should really have been called *Space Jam: The Film We All Needed After The Craziest Year We've Ever Had*. Releasing both theatrically and on HBO Max for the first 30 days of its premiere, the movie proved to be both family and COVID-friendly. The film was super fun and entertaining, which is why it's no surprise that the accompanying brand partnerships were equally fun and entertaining. They were creative and some of them truly out of the box – like the \$100,000 watch.

Though the film is competing with some major summer blockbusters (*Black Widow*, *Suicide Squad*, *Snake Eye: G.I. Joe Origins*), it's tough to beat the combination of LeBron James and a 90's classic riddled with nostalgia. And from a marketing perspective, let us tell you that Warner Brothers has been BUSY. Poised to release in 2019, thanks to traditional film delays combined with COVID, the studio had even more time than usual to bring partnerships to life. The film has over 200 brand collaborations supporting it! Below is a sprinkle of some of our favorites. **In this blog, Hollywood Branded takes a dive into our favorite brand partnerships with Warner Brothers' *Space Jam: A New Legacy*.**

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TEAM USA X POLO RALPH LAUREN

By Sydney Meyer, October 12, 2021 at 8:00 AM 

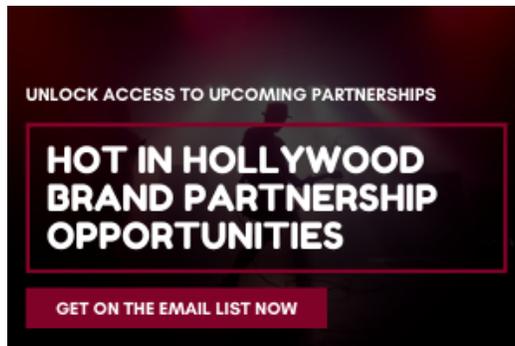
All About The Partnership Between Team USA and Polo Ralph Lauren

Team USA's Opening Ceremony outfits made waves on Twitter during the opening ceremony of the 2021 summer Olympics in Tokyo. Just like past Olympics, the athletes were dressed in a classic

preppy look, trademarked by their official outfitter, Ralph Lauren.

The result of this historic partnership can be seen on the bodies of every Team USA athlete, but there's more to this collaboration. **In this blog, Hollywood Branded shares everything you need to know about the partnership between Ralph Lauren and Team USA.**

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