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Weekly Issue #614 - Happy Labor Day!

Hi there,

Putting this front and center as I could use your help! We are growing growing growing as an agency, and are looking for some awesome marketing superstars to join our team. If you have any referrals or want to put your own name into the hat, shoot me a note!

James Bond is the movie everyone has been talking about, ranging from who the future Bond will be (Regé-Jean Page appears to have both my and Pierce Brosnan's vote), to all that glorious product placement that has graced both the books and the film franchise. It's also a film that has gotten some extra exposure as it has battled getting released in the time of the also-box-office killer Covid.

Films that are global franchise hits get brand partners on board to market them - but what do you do when the film is delayed, and that brand partner has no funds leftover or interest in promoting the film any longer. Or what happens when that phone that was the star of the scene, is now outdated and no longer the darling of the tech world to promote? As a filmmaker and a brand marketer, you get creative, and you find solutions, like doing shoots or post-production editing to make it still work. In the last 18 months, those that run Hollywood have proven themselves to be very adept at being adaptable and solution-driven. I have no doubt we will be seeing some of those marketing solutions as we get closer to the release this month.

[Check Out Our Infographic + Blog On James Bond Brand Partners - It's Crazy!!!](#)

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The Hustle is one of my favorite media outlets to read, as their content is truly all about how brands are moving pop culture when you read between the lines. This last week they wrote an excellent and truly fascinating article on the background to how James Bond books became movies and a look into the family who still owns the franchise today. Check it out [here](#). And while you are reading the article, you'll stumble across [this interview](#) I did with Hustle writer Zach Cook, which provides a deep dive look behind the scenes into how product placement works.

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

- Learn about Charli D'Amelio's five, most recent brand partnerships on TikTok, and why brands should grant influencers creative freedom when crafting sponsored content.
- View some highlights from my interview with Wayne Mullins, who is the CEO and Founder of Ugly Mug Marketing, and learn how to properly leverage your businesses' websites and social media.
- Get an understanding of the terms and definitions of brand partnerships in TV and film to find out which collaboration type is best for your brand!
- Understand the rising tension between SVOD platforms and movie theaters, and read a few case studies that touch on the financial impact these changes are reaping.

And now...on to our weekly article round-up! Happy Labor Day!!! Now take that day off from working (after you read some of them below!)

- Stacy Jones, CEO + Founder Hollywood Branded

CHARLI D'AMELIO'S 5 MOST RECENT BRAND PARTNERSHIPS ON TIKTOK

By Brandon Pike, September 3, 2021 at 9:00 AM 

The TikTok Star

By now Charli D'Amelio has become a household name—like that of a top A-list celebrity. Some may even consider this 17-year-old star part of that exclusive category. I mean, Charli does have more than three-times the followers on TikTok than that of Kylie Jenner (a true A-lister). In fact, Charli is the [No. 1 most followed creator](#) on the app with over 122 million—yes *million*, followers.

With a following that large, and with Charli averaging about 20 million views per post, brands who have partnered with D'Amelio have received massive amounts of attention. This TokTok star charges a minimum of [\\$100,000 per post](#), and if brands are lucky enough to work with her, it goes without saying that their name will get noticed. **In this blog, Hollywood Branded highlights Charli D'Amelio's 5 most recent brand partnerships on TikTok.**

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TURNING YOUR WEBSITE AND SOCIALS INTO EFFECTIVE TOOLS

By Sam Zikos, September 2, 2021 at 8:00 AM 

Doing Digitals Right

Almost every business and brand has a website and social media—and they should! However, it is few that are using them right. Often times, businesses get caught-up in competition, content dumping, and meaningless stats. With these mistakes, they fail to fully tap into the potential of websites and social media.

So, a few weeks ago, our CEO, Stacy Jones, decided to chat with a professional who knows them best. **In this blog, Hollywood Branded learns how to turn your website and socials into effective tools from Wayne Mullins, who is the CEO and Founder of Ugly Mug Marketing.**

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TV AND FILM BRAND PARTNERSHIPS 101

By Chelsea Collins, September 1, 2021 at 8:17 AM 

Back To Basics

Over the past six months, our agency's team has grown massively. It is indeed a very exciting time at Hollywood Branded! And with all of these new faces comes that period of education, and as we were educating, we realized many of these terms would be helpful to share with our readers as well.

So, we decided to provide some insight into many of the terms that are used in our industry, as well as a glimpse into the film and TV services our agency facilitates on a daily basis. **In this blog, Hollywood Branded provides a deep dive into the many intricacies of our industry and how it works.**

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THE FUTURE OF MOVIES

By Sarah Kistler, August 31, 2021 at 8:00 AM 

Can't Get Rid Of Theaters That Easily

The smell of buttery popcorn as it wafts through the air, the dim of the lights in the room, and the anticipation for the film to start. Movie theaters are a place that people go to to escape reality while also reflecting on it.

Noticeably, the decline in movie theater ticket purchases has been at a decline due to video on demand but is it arguable whether it will lead to the extinction of movie theaters. With the

occurrence of COVID, it is quite possible that movie theaters will be back in the swing of things and dare I say, on the rise. **In this blog, Hollywood Branded discusses the impact of streaming on movie theaters.**

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INDUSTRIES AND MARKETING STRATEGIES THAT WORK BEST FOR THEM

By Sadie Jones, August 30, 2021 at 8:00 AM 🕒

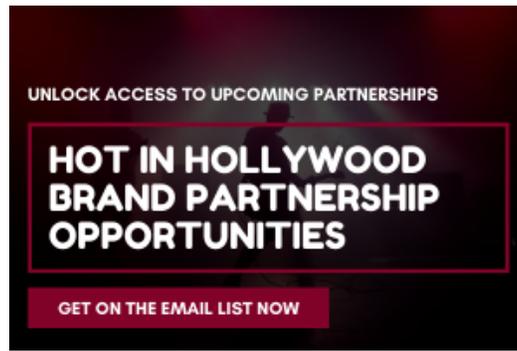
One Size Does Not Fit All

No two businesses are the same. Very often, people feel that once they have a good sense of the business world or marketing strategies, they can walk into any company or industry and do a great job. However, what works well for one business could be completely useless for another. This is really important to understand, especially if you switch companies or start up your own business.

Of course, there are some general similarities for running different businesses, but you should take time to learn the patterns and strategies of different industries. Yet, that can be hard to learn on your own. That's why we are here to help! **In this blog, Hollywood Branded discusses the marketing strategies that work best for 3 different industries.**

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