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Weekly Issue #616 - September 20, 2021

Hi there,

If you caught The Emmy's last night, you know you are missing out if you have not watched Ted Lasso. There is a reason why it swept literally just about every category. It's a phenomenal series with stand-out personalities and storylines that hit home. It's worth getting Apple TV just to check it out. Mare of Easttown and Hacks both make it worth getting HBO Max. And The Crown or The Queen's Gambit... Netflix. And on it goes in a successful attempt to empty your wallet as you pretty much need to subscribe to every streamer to stay up to date.

Streaming distributors have helped drive a major shift in Hollywood in the last few years. Good, quality content is more plentiful as the race to conquer the world of engaging content rushes on. And the heightened emphasis on multi-cultural casting and production storylines is finally becoming more inclusive and supportive to all. The content that is being created right now I would dare say is some of the best writing and acting that we have seen in our lifetimes. Content is being made that is impactful, mind-opening, and celebratory of people and places most of us have never been introduced to on-screen before.

For brands who have had limited options to appear naturally in scenes due to the lack of representation on screen of their core customers, the landscape is shifting. Brands have opportunities to help productions tell better stories by creating product placement and brand integration with characters who authentically align to their consumer, and the ability to strategically help support content that is important to be made and seen.

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

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And something else brand marketers should take note of - the awards were dominated by both British talent and series. This series provide brands an excellent opportunity to be seen not just in internationally shot content, but in content very popular in markets outside of the US.

As part of the celebrations of the night, Debbie Allen was given the honor of the Governor's Award. She broke such major barriers and is a true pioneer in entertainment - and her career history is fascinating. Her eloquent and inspiring speech called on everyone to claim their power, claim their voice, sing their song, and tell their story to make the world a better place.

If you need a hint on where you need to subscribe for your next streamathon, the top call outs of The Emmy Awards included:

APPLE TV

Ted Lasso (Comedy Series)

Best Outstanding Comedy Series; Jason Sudeikis - Lead Actor; Hannah Waddingham - Supporting Actress Comedy Series; Bett Goldstein - Supporting Actor Comedy Series

DISNEY +

Hamilton (Variety Special Pre-Recorded)

Best Outstanding Variety Special Pre-Recorded

HBO MAX

Hacks (Comedy Series)

Directing; Writing; Jean Smart - Lead Actress

I May Destroy You (Limited Series, Movie or Drama Special)

Writing

Last Week With John Oliver (Variety Talk Series)

Best Outstanding Variety Talk Series; Writing

Mare of Easttown (Limited or Anthology Series)

Evan Peters - Supporting Actor; Julianne Nicholson - Supporting Actress; Kate Winslet - Lead Actress

NETFLIX

The Crown (Drama Series)

Best Outstanding Drama Series; Directing; Writing; Josh O'Connor - Lead Actor; Olivia Colman - Lead Actress; Gillian Anderson - Supporting Actress; Tobias Menzies - Supporting Actor

Dolly Parton's Christmas On The Square (Television Movie)

Best Outstanding Television Movie

Halston (Limited or Anthology Series)

Ewan McGregor - Lead Actor

The Queen's Gambit (Limited Series)

Best Outstanding Limited or Anthology Series; Directing

GOOD OLD FASHIONED TV

RuPaul's Drag Race (Competition Program)

Best Outstanding Competition Program

Saturday Night Live (Variety Sketch Series)

Best Outstanding Variety Sketch Series

Stephen Colbert (Variety Special Live)

Best Outstanding Variety Special Live

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

- Discover the best instances of product placement in the trailer for Lil Nas X's newly released album *Montero*, and see how impactful it is for brands to partner with talented content creators who value authenticity.
- Understand the power of exclusivity and how the Met Gala leverages social media, and see what brand owners can learn from the marketing tactics of fashion's biggest event.
- Read about 3 celebrities who have taken NFT's to the next level, and see why your brand should consider taking a chance on crypto.
- Learn about the top, male influencers who are taking over the beauty industry, and understand why companies should take advantage of this shift, and consider partnering with these figures to connect better with Gen Z and Millennials.

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

- Stacy Jones, CEO + Founder Hollywood Branded

CASE STUDY: LIL NAS X'S MONTERO ALBUM TRAILER

By Alexa Mancilla, September 17, 2021 at 9:30 AM 

The Montero Show

Lil Nas X. Even if you don't listen to his music, it's virtually impossible to go a day without hearing about him. His rise to becoming a household name has been swift; it seems as though it was just yesterday when "Old Town Road" was being blasted across the airwaves!

Since the release of his first single, "Montero," Lil Nas X has been hyping up the release of his highly anticipated album—which is of the same name. From sharing his "pregnancy journey" as he prepared to "birth" the album, to creating a 10-minute short film, Lil Nas has made it *impossible* not to be excited about this masterpiece! **In this blog, Hollywood Branded breaks down some of the best product placement moments in Lil Nas X's album trailer for MONTERO.**

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WHAT BRANDS CAN LEARN FROM FASHION'S BIGGEST EVENT

By Alison Madsen, September 16, 2021 at 10:13 AM 

The Iconic Met Gala Teaches A Lesson About Marketing

The Met Gala is possibly the most talked-about annual celebrity event. Who could forget Rihanna's stunning yellow Guo Pei gown from the 2015 Gala? Or Kylie Jenner's viral celeb-packed, bathroom selfies from the event? To say the Met Gala is iconic would not be an exaggeration.

Not only is the Met Gala an exclusive event, but it is also untelevised. For those of us who did not get the invite from Anna Wintour, our only way "in" is through live tweets and photos. Social media is the driving force behind the hype of the Met Gala and can teach brands a few things about successful social media marketing. **In this blog, Hollywood Branded explains what brands can learn from fashion's biggest event, the Met Gala.**

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NFTS ARE HOT IN HOLLYWOOD

By Tani Song, September 15, 2021 at 9:21 AM ⓘ

3 Celebrities You Didn't Know Have NFTs

Non-fungible tokens (NFT's) have given digital assets a whole new meaning and Hollywood celebs are of the many people who've taken part. What seemed to be just another extension to the fascinating (and confusing!) world of cryptocurrency, the NFT marketplace piqued the interest of those beyond the crypto-enthusiasts and has evolved to become a unique way for celebrities to connect with loyal fans.

NFTs have given celebrities the chance to try their hand at something new upon creating one-of-a-kind art with unique value. Once creating an NFT, the opportunities of what to do with it are almost as unique as the NFT itself. **In this blog, Hollywood Branded shares 3 celebrities that have taken NFTs to the next level.**

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THE MALE BEAUTY WAVE

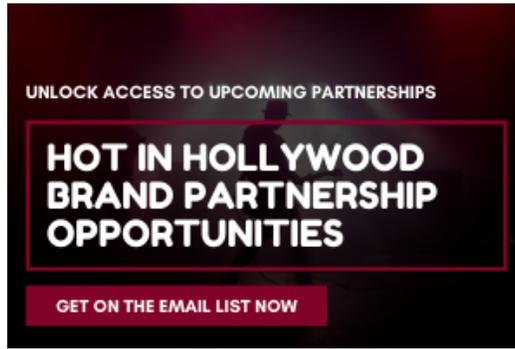
By Allie Duke, September 14, 2021 at 8:30 AM ⓘ

Why It Could Benefit Your Beauty Brand

The era of male beauty brands and influencers is here, and you don't want to miss it. Celebrities like Machine Gun Kelly, Harry Styles, and A\$AP Rocky are challenging fashion norms on the red carpet, on the street, and inspiring a new generation with male beauty.

Your beauty brand could greatly benefit from a shift in male-targeted or androgynous marketing. You should jump on this early wave and consider partnering with a male celebrity or influencer. **In this blog, Hollywood Branded will dive into the evolution of male beauty, some of the most famous male beauty influencers, and how your brand can take advantage of this shift in the industry.**

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