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Weekly Issue #630 - January 3, 2022

Hi there,

Happy New Year 2022!

I have so much gratitude for all those who have helped Hollywood Branded achieve success.

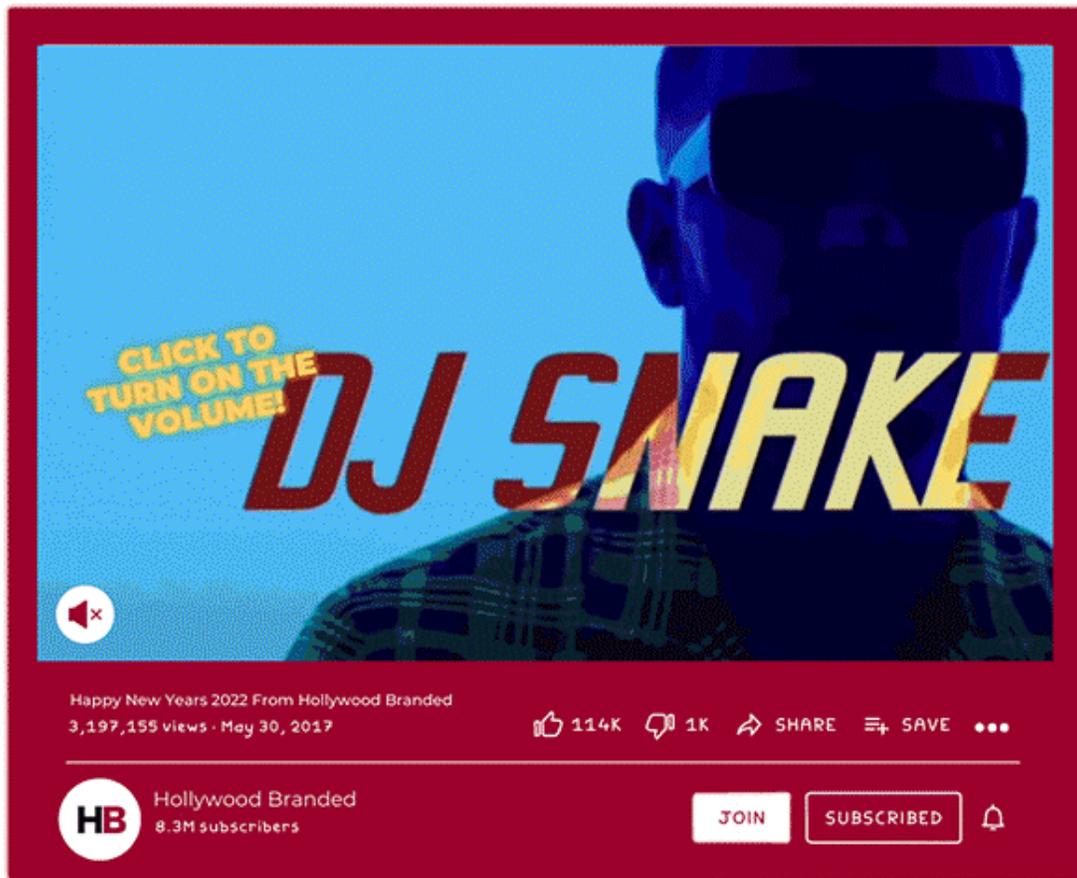
Thank you to:

- Our incredible team of passionate and driven rockstar team partners who push themselves every day to create robust (and often challenging on so many levels!) branded pop culture partnership campaigns.
- Our client partners that enable us to bring our visions to life under their watch while building brand reputation campaigns that provide impact often for decades to come. We are honored to work alongside you and to be considered part of your team - and friends.
- Our project and talent partners across Hollywood and pop culture who patiently (so so patiently) work with us to build campaign after campaign from scratch, building mutually beneficial partnerships that benefit everyone.
- My husband, Ian Drummond, who 2 years ago left a quarter-century career in education administration and operations to dive head-first into the crazy and frenetic world of agency life, to help better bring to fruition my vision of growth for Hollywood Branded. We are blessed to be able to work together and be true partners across every aspect of our lives. Ian's ability to build teams and recognize talent is phenomenal and is the reason why we've been able to more than triple our team in size since Covid began with truly incredible team members. Not an easy feat, as the last two years have been some of the roughest we've experienced on so many levels of juggling to make it all still work - despite encountering the most difficult and unimaginable challenges on this rollercoaster of a ride of agency ownership. There is no one I would rather have as a partner - Happy 55th Birthday Ian! (I can confidently say, he's the best thing to have happened to me in my entire life!)

And of course, a big thank you to YOU, for sharing part of your day with our team's content each week. When we hear from our readers that they enjoy our educational take on pop culture on new business calls or from the random emailed note, it makes our day. Thank you sincerely for the time you share with us. We're delighted to be of service to help provide insights and how-to-action on building successful partnerships in the wild and wacky world of Hollywood, celebrities and influencers! It's more than a little wacky sometimes. :)

Here's a snapshot of a small sampling of the campaigns we built for client partners this year, which will continue to live well into the future engaging new audiences for years to come.

Happy New Year!
★ ★



We're Celebrating A Year Of AWESOME Partnerships

We look forward to a **NEW YEAR** of creating mutually beneficial partnerships with you!

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

- Learn more about the importance of building mutually beneficial partnerships and see how the filming of *White Lotus* at the Four Seasons Maui brought awesome attention to the resort.
- View some highlights from my interview with Melanie Herschorn, who is the Founder of VIP Digital Content, where we chat about creating an awesome content marketing strategy.
- Read about why so many notable brands tend to collaborate with anti-heroes, such as Tony Soprano, Don Draper, and Walter White - where the bad guy... becomes the good brand(ing) guy.
- Dive into how Harry Styles has implemented a number of crafty, yet successful marketing strategies to promote his music and projects, despite laying low on social media.

Yes, Covid is still on the uptick... we just canceled our own team trip to Las Vegas for CES... so I do get the fear of events. However... with that said, once again we are heading into Awards Season - where red carpet glam and brands go together so well. If you have interest in learning about how your brand can become part of some of television's biggest nights, on-screen or behind the scenes - give us a shout!

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

- Stacy Jones, CEO + Founder Hollywood Branded

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FROM HOLLYWOOD TO HAWAII: A HOT SPOT FOR FILMING

By Brandon Pike, December 31, 2021 at 9:00 AM 

Aloha, Maui!

When we first hear Hawaii, our minds automatically take us to this tropical, resort-like destination with sunny weather year-round, warm ocean water, and delicious liberations. And yes, all that is true. But, in the eyes of Hollywood — executives, producers, directors, location managers — Hawaii is a place where scripts can come to life in a place that feels most authentic and accurate if the storyline calls for it.

Of course, the logistics of getting the cast, crew members, production equipment, and so much more to Hawaii may not be the easiest task as the islands are some of the most secluded in the world— a long, 5-hour plane ride over the Pacific Ocean from Los Angeles, but it is worth that trek. **In this blog, Hollywood Branded discusses a hit production that was filmed in Maui and how it created a mutually beneficial partnership for Hawaii and the resort it was filmed at.**

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CREATING A CONTENT MARKETING STRATEGY

By Sam Zikos, December 30, 2021 at 8:00 AM 

What Is Your "Why?"

Whether you're an author, or a business owner (or maybe, both), you should be leveraging digital content to amp up your brand. Email marketing, social media, and podcasting are all incredibly useful tools. Yet, these marketing tactics will only give you results if you have your "why."

Our CEO, Stacy Jones, recently sat down with Melanie Herschorn, who is also passionate about all things content marketing. **In this blog, Hollywood Branded shares how to create a content marketing strategy, from the expertise of Melanie Herschorn, who is the Founder of VIP Digital Content.**

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THE ALLURE OF THE ANTI-HERO

By Teri Ward, December 29, 2021 at 9:08 AM 

A Noticeable Shift Towards More Complex Protagonists

Tony Soprano. Don Draper. Walter White. Harley Quinn. These fictional personalities are icons of a "golden age" of television and film. They're not villains...at least not entirely. But no doubt about it - they're definitely not heroes either. Edgy characters became legends and consumers became fans. And while once brand managers would have considered only association with the traditional "good guy," attitudes have shifted.

I love the way [Forbes](#) phrased it: *the allure of the badass*. We're seeing a popularization of the rebel attitude. And many brands looking for a way to embrace the engaged fanbases are happily aligning with hot watercooler content - driven by these very compelling characters. **In this blog, Hollywood Branded revisits notable examples of brands drawn to the allure of the anti-hero.**

WHAT BRANDS CAN LEARN FROM WE'RE NOT REALLY STRANGERS

By Allison Martinez, December 28, 2021 at 8:30 AM 

Card Game Creates The Blueprint For Brand Marketing

The card game We're Not Really Strangers has spread its wings and reached new heights on social media. We're Not Really Strangers has pioneered a new era of marketing, evident by their tremendous growth on platforms like TikTok and Instagram. We're Not Really Strangers uses the power of social media to promote mental health and self-worth.

The game has created a movement by utilizing the power of conversation, and it has been incredibly advantageous for sales. **In this blog, Hollywood Branded discusses what brands can learn from the card game We're Not Really Strangers.**

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HOW HARRY STYLES HAS UTILIZED UNIQUE MARKETING TO GROW HIS FANBASE

By Alexa Mancilla, December 27, 2021 at 8:30 AM 

The *Fine Line* Within Social Media Marketing

Harry Styles. His name needs no introduction. No matter what you may think about him or his career, Styles deserves some accolades for his marketing tactics. Unlike his peers in the music industry, he isn't incredibly active on social media (which, for many, can make or break their career). And yet, Styles consistently sells out stadiums in *minutes*.

While a lot of his fame and fans can be attributed to his success with the boy band, One Direction, that's not to say that his only fans are from prior ventures. Styles has made a name for himself in his own rite and has done so in a unique way, from a marketing standpoint. **In this blog, Hollywood Branded explores the ways in which Harry Styles has implemented successful marketing strategies into his career - even without having a heavy social media presence.**

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MARIAH CAREY'S 2021 HOLIDAY FOOD COLLABORATIONS

By Maya Dolan, December 24, 2021 at 9:00 AM 

Fast Food... With A Famous Twist

Each year in late November, Mariah Carey's holiday hit, "All I Want For Christmas Is You," begins its annual rise in streams. The song has broken records and topped charts, and year after year gets fans in the holiday spirit.

This year, Mariah has gifted fans, her "Lambily," with some tasty treats to make the holiday season a little more fun. **In this blog, Hollywood Branded discusses Mariah Carey's 2021 Holiday Food Collaborations.**

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