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Weekly Issue #630 - December 27, 2021

Hi there,

I hope you and yours were able to enjoy a moment of life as it slowed down over the last few days, and a chance to reconnect with those you love. Peace be with you as we enter the New Year.

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Learning Opp!

Are you interested in learning how to successfully partner celebrities to your brand - without spending a million? Watch this short webinar to learn Hollywood insider tricks to create and kick start an entertainment marketing campaign that is the perfect extension for your social media program.

[Watch Our Webinar: How To Make A Social Media Campaign SHINE With Star Power](#)

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

- Learn about the variety food brands that Mariah Carey has partnered with, and gain insight on how she has leveraged her power over the holiday season to promote her creations and collaborations including as Black Irish and MilkBar.
- Discover 10 philanthropic brands and see how companies such as CannedWater4kids, Grounds and Hounds Coffee, and Who Gives A Crap (their motto: Saving The World, One Wipe At A Time) are putting their efforts and profits towards ending global issues.
- Glean how Spotify Wrapped has become a massive influence on social media, and why it is an incredible marketing strategy.
- Read about 5 Latinx YouTubers who are making waves on social media, and discover how influencers such as Jenny69 and Manny MUA are influencing the Latinx community.

One of our all-time favorite campaigns this last year was to create robust influencer/celebrity partnerships with multiple postings across the months. With Covid rearing its head again, many marketers are wondering how their upcoming campaigns will be impacted. Keep in mind influencer marketing is an absolute go-to, as content can be created typically in a very siloed contained environment.

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

- Stacy Jones, CEO + Founder Hollywood Branded

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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10 BRANDS THAT GIVE BACK

By Andrea Rawlings, December 23, 2021 at 10:56 AM 🕒

Purchasing Purpose-Driven Products

From pollution to racial injustice to poverty, the list of social issues goes on and on. One person alone cannot solve the world's problems, but collectively I believe we can. Today many Brands model their business around giving back, donating a portion of profits to support a cause they care

most about. There is no easier way for us to do our part than to shop for products we would likely be purchasing anyways!

It is the gift giving season, so let's shop with purpose! **In this blog, Hollywood Branded will shine a spotlight on 10 Philanthropic brands that give back with every purchase we make!**

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HOW SPOTIFY WRAPPED INFLUENCES SOCIAL MEDIA

By Jake Conley, December 22, 2021 at 8:58 AM 

The Power Of Trending

If you are on any form of social media, you have likely seen one of your friends or followers post their Spotify Wrapped for 2021. It's a social media campaign that is insanely popular and has everyone posting their top songs and even has some non-Spotify users feeling left out and switching platforms.

Spotify Wrapped is displaying a new massively successful marketing push that combines social media and music. On the surface, it seems like a fun interactive promotion, but in reality, it is a multi-layered and brilliant form of branding. **In this blog, Hollywood Branded discusses how Spotify Wrapped is becoming such a lucrative form of influencing and branding using social media.**

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5 INFLUENTIAL LATINX YOUTUBERS

By Destiny Delgado, December 21, 2021 at 8:30 AM 

How Latinx Youtubers Influence Other Latinx Individuals

It can be argued that YouTubers are the OG social media personalities. Many of them have been around for years, and now have a major impact on society. They have made names for themselves and have cemented a role as a trusted voice in their perspective fields, and because of this, they are changing the social media landscape, right as we speak.

While all social media influencers have broken barriers in their own rite, there are quite a few influencers who are continuously breaking the mold for themselves and for others, all while erasing stigmas and challenging stereotypes. Latinx YouTubers like Manny MUA, the Murillo Twins, and more, are keeping the Latinx cultura alive by building the Latinx community online, all while redefining the culture in their own words. **In this blog, Hollywood Branded shares the top 5 most influential Latinx YouTubers and how they've influenced Latinx individuals.**

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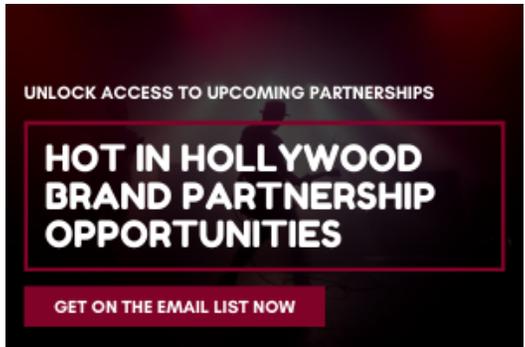
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