PODCAST HOST KIT

Book Stacy Jones for your show

[HB] HOLLYWOOD BRANDED
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Always free
No appearance fee for podcasts

400+ episodes
Hosts Marketing Mistakes

Free books
Dragons & Doors copies for your giveaway

Remote or in person
Zoom, Riverside, StreamYard or Redondo Beach

SHORT BIO

Stacy Jones is the founder and CEO of Hollywood Branded, the Los Angeles pop culture marketing and brand partnership agency she launched in 2007. In 30+ years in entertainment marketing she has helped brands show up in film, TV, music and creator content, and Hollywood Branded has built more than 10,000 partnerships. BBC News calls her "the brand guru." She hosts Marketing Mistakes (+ How To Avoid Them), writes the Dear Stacy advice column and podcast, and is the author of Dragons & Doors: The Path To Creating You.

TOPICS + EPISODE TITLES

Brand partnerships

- Why brands keep getting pop culture wrong
- Product placement: how the deals actually work

Dragons & Doors

- Accountability without shame
- The doors we don't walk through

The business of celebrity

- What brands get wrong about fame
- Creators vs celebrities: who actually moves product

The neurodivergent founder

- Pattern seeking: seeing what others miss
- Building a company around how your brain works

Building and rebuilding

- Rebuilding an agency from scratch, more than once
- Running a leaner agency with AI and systems

Seeing yourself clearly

- Optimism as an operating system
- Becoming who you want to be, on purpose

INTRO YOU CAN READ ON AIR

> My guest today is Stacy Jones, founder and CEO of Hollywood Branded and the person BBC News calls the brand guru. She has spent 30+ years getting brands into pop culture, and she tells it straight. You may know her from Dear Stacy, her weekly advice column.

SAMPLE QUESTIONS

1. How does a brand actually end up in a movie or TV show, and who pays whom?
2. Which celebrity brand deals work, and which are just expensive photos?
3. What should a small brand with a small budget do first?
4. You've rebuilt your company more than once. What did each rebuild teach you?
5. What are the dragons and doors in your book, and how do you spot them in real life?

HOW IT WORKS

Format. Audio or video, live or recorded. Remote on your platform, or in person in Los Angeles by arrangement.

Length. 20 to 90 minutes. Short interviews, long-form or panel episodes.

Scheduling. Send your booking link or 2 or 3 date options with your time zone. Covering something in the news? Ask about short-notice slots.

Giveaway. Stacy can send copies of Dragons & Doors for your audience. Mention it in your request.

Promotion. Send the link and air date. We share it on LinkedIn, Instagram @stacyjonesbrand and Hollywood Branded's channels and tag your show. In your show notes, point listeners to hollywoodbranded.com/listen.

Assets. Longer intros, 100 and 200 word bios and five headshots are on the host kit page, free to use with your episode.

Ready to book? Send a request.
Show name, host, audience, format, topic ideas and a few date options.

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