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## NEW BLOG POST

**Lessons from Reddit's IPO: Leveraging Partnerships as a Contextual Alternative to Platform Advertising**

**Apple TV+ x Scentbird**

The Apple TV+ original series *Palm Royale* celebrates 1960s Palm Beach through a partnership with Scentbird, a fragrance subscription company. Scentbird offers six unique collections and a limited edition set inspired by the series, allowing viewers to immerse themselves in the various vibes portrayed through scent.

**Random House x Scentbird**

Fragrance meets Books! RH teams up with Scentbird to bring six curated scent collections that match some of #BookTok's trendiest romance genre titles. Each scent collection is specifically tailored to enable the spirit of each book, including best-selling author Sarah Adams' *The Rule Book*.

**Simon & Schuster x Exodus**

Immerse yourself fully in Italian culture with this travel book bundle! Simon & Schuster has partnered with a global travel company, Exodus, to offer you a chance to win a trip to Italy. In the meantime, indulge in three books written by Rebecca Serle to help prepare you for the adventure that awaits!