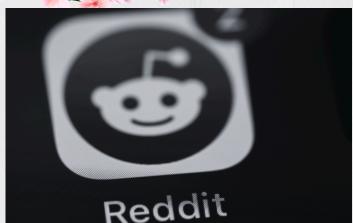
# PARTNERSHIP PARLAY



APRIL

**APRIL 2024 | EDITION 22** 



#### **NEW BLOG POST**

<u>Lessons from Reddit's IPO: Leveraging</u>
<u>Partnerships as a Contextual Alternative</u>
<u>to Platform Advertising</u>



## **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!