

PARTNERSHIP PARLAY

AUGUST 2024

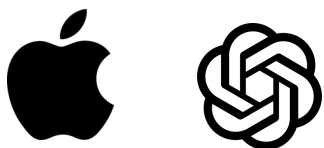
EDITION 24



Dragons in the Sky and Strategic Partnerships: How HBO Max Nailed House of the Dragon Marketing

Discover how HBO Max's marketing campaign for House of the Dragon Season 2 utilized strategic partnerships and innovative campaigns to captivate fans worldwide. From CGI landmarks to immersive AR experiences, explore the successful strategies that amplified the show's anticipation and fan engagement.

NEWS



Apple x OpenAI:

OpenAI and Apple will integrate ChatGPT into iOS, iPadOS, and macOS later this year. Users can utilize ChatGPT within Apple apps like Siri and system-wide writing tools, with privacy protections ensuring data security. No account creation will be required.



LVMH x Paris 2024 Olympics

LVMH is investing €150 million as a top sponsor of the 2024 Paris Olympics. They are creating custom-designed medals, trunks, and uniforms, and hosting cultural events at their locations. This partnership aims to boost LVMH's visibility by combining luxury with the global sports stage.



Honda x Twitch

Honda is now the exclusive auto partner of Twitch Rivals, boosting its presence in gaming and esports. The partnership features 'Chat's Civic Mods,' where the Twitch community customizes a 2025 Civic hybrid. The final design debuts at TwitchCon 2024, with one viewer winning the car.