

PARTNERSHIP PARLAY



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6 Types of Partnership Marketing: A Comprehensive Guide

Explore the six core types of partnership marketing and how they drive mutual growth. Our latest partnership marketing guide dives into best practices and insights to help brands create impactful collaborations that enhance customer engagement and reach.

NEWS



Build-a-Bear x KFC

Discover how KFC and Build-A-Bear Workshop have teamed up for a creative partnership that combines comfort and nostalgia. This collaboration offers a unique take on brand synergy, delivering an innovative product experience that appeals to fans of all ages.

SCENTBIRD
• NEW YORK •

Cast a Spell with New Fragrance Collab

Learn how Scentbird and Marvel teamed up to bring fans a magical fragrance collection inspired by beloved characters from the TV show *Agatha All Along*. In combining storytelling and premium products, they have created an immersive experience for fragrance and superhero enthusiasts alike.



Rise of Gaming Collaborations

Dive into the growing trend of gaming brand collaborations. From esports integrations to integrations including Fandango's creative partnership with Roblox, discover how brands are leveraging the gaming world to develop deeper connections with their audience.

