

PARTNERSHIP PARLAY

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8 Common Challenges in Partnership Marketing and How to Overcome Them

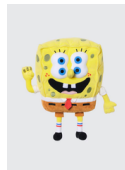
Explore the eight common challenges in partnership marketing and how to overcome them. Our latest guide identifies key obstacles brands face in collaborative efforts and offers actionable strategies to ensure successful partnerships that foster growth and deliver value for all stakeholders.

NEWS



Shark Beauty x Wicked

Shark Beauty, a division of SharkNinja, Inc., has partnered with Universal Pictures to launch the limited-edition Wicked x FlexStyle. Inspired by Glinda and Elphaba's friendship, it features a pink and green design and attachments for drying, curling, and smoothing hair without heat damage.



Uniqlo x Cactus Plant Flea Market x SpongeBob SquarePants

Discover how Uniqlo, SpongeBob SquarePants, and Cactus Plant Flea Market joined forces to create a vibrant apparel and plush collection. Blending nostalgic characters with bold designs, this collaboration offers a fun, affordable fashion experience for fans and style enthusiasts.



818 x Chamberlain Coffee

818 Tequila, founded by Kendall Jenner, partnered with Chamberlain Coffee, the coffee brand created by influencer Emma Chamberlain. Together, they introduced a limited-edition cocktail kit, combining 818 Tequila with Chamberlain's signature coffee blends to craft a delightful espresso martini.