

PARTNERSHIP PARLAY

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How the Scentbird x Dorian Gray Partnership Turned Theater Into Fragrance, and Visibility Into PR Gold

Unpack the Scentbird x Dorian Gray campaign, a masterclass in seizing the moment. This strategic partnership, launched alongside the Broadway debut of *The Picture of Dorian Gray* and elevated by Sarah Snook's Tony win, captured public attention and earned major media coverage. Discover how aligning with the right cultural moments can drive outsized PR impact and how Scentbird made scent part of the story.

NEWS



Mattel x OpenAI

Mattel has joined forces with OpenAI to create AI-powered toys and digital experiences featuring iconic brands like Barbie, Hot Wheels, and Fisher-Price. Using ChatGPT Enterprise internally, Mattel aims to enhance product development, creativity, and operational efficiency. The first AI-integrated toy is expected by late 2025.



Sharpie x Adobe AI

Newell, makers of Sharpie, has partnered with Adobe to integrate generative AI into its supply chain. Using Adobe Firefly and Express, Newell has cut packaging design time by 75% and social contents production by 33%. This partnership streamlined global marketing, while keeping brand messaging fast, creative, and consistent.



E.l.f x AI for Pinterest

New e.l.f. Cosmetics and Pinterest have launched "color e.l.f. analysis," a free AI-powered tool that analyzes a selfie to determine users' personal color based on undertone, value, and chroma. It then curates a shoppable Pinterest board with e.l.f. makeup tailored to simplify expert-level recommendations for all user to their own matches.