

# PARTNERSHIP PARLAY



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EDITION 32



Step into the eerie allure of the Scentbird x I Know What You Did Last Summer collab: where fragrance met fear in a campaign designed to thrill. Timed to the film's theatrical comeback, the partnership leaned into horror's dramatic tension through sensory moments and a scent lineup as chilling as the storyline. From a scented screening to standout media coverage, this drop blurred the line between product and plot twist.

## NEWS



### Fantastic 4 x Pop Tarts

Pop-Tarts teams up with Marvel's The Fantastic Four to bring back its beloved Frosted Blue Raspberry flavor after a six-year hiatus. Blending nostalgia with superhero flair, the limited-time collab features themed packaging and marks the start of a bold brand refresh rooted in flavor, fandom, and pop culture appeal.



### Bratz x Clueless

Bratz joins forces with Clueless to celebrate the film's iconic 30th anniversary. Dropping a nostalgic doll collection that's as iconic as Cher's closet. This release channels peak Y2K vibes, blending pop cult obsession with collector worthy glam. It's a stylish reminder that the demand for throwback collabs isn't slowing down anytime soon.



### Club Pilates x Freakier Friday

Club Pilates teams with Disney's Freakier Friday for themed "Flip Your Friday" classes, blending movement with movie magic. The campaign includes a one-day event, premiere sweepstakes, and influencer activations to bring the collab to life beyond the studio.