

MONTHLY NEWSLETTER PARTNERSHIP PARLAY

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Role of Partnerships in Entertainment Marketing Blog

Entertainment marketing is moving beyond traditional promotion as audiences look for more immersive ways to engage with the stories they love. In our latest blog, we explore how partnerships help brands extend storytelling beyond the screen through products, experiences, and lifestyle integrations that build deeper fan connection and long-term cultural relevance. As IP expands across industries like fashion, fragrance, food, gaming, and hospitality, these collaborations give audiences more ways to participate, turning stories into experiences that live far beyond the initial release.

PARTNERSHIP HIGHLIGHTS



Oreo x BTS

Oreo and BTS are joining forces for a limited-edition cookie collaboration inspired by Korean hotteok, a brown sugar-filled pancake the group grew up eating. The cookies feature collectible BTS-inspired embossments and a QR-code fan experience that lets fans send digital letters for a chance to win prizes.



Disney x Formula 1

Disney and Formula 1 are expanding their "Fuel the Magic" collaboration for the 2026 race season with new fan experiences across content, merchandise, and live events. From a Mickey & Friends WEBTOON series to race-specific merch and fanzone pop-ups, the partnership brings Disney storytelling into the world of F1.



Scentbird x Death Becomes Her

Death Becomes Her and Scentbird are bringing Broadway storytelling into fragrance with a collaboration inspired by the hit musical. The partnership turns the show's themes of beauty, transformation, and immortality into a scent-driven experience that extends the story beyond the stage.