

PART - 1

THE SUCCESS JOURNEY OF
CO-BRANDING



CO-BRANDING IS

THE PARTNERING OF TWO INDIVIDUAL BRANDS
TOGETHER TO CREATE A PRODUCT



IMAGE BY - SARAH BARKAN

TO MAKE THEIR JOURNEY HISTORIC AND SUCCESSFUL - PROFITABLE

LET'S REVIEW A FEW SUCCESSFUL PARTNERSHIP BRANDS

1. TACO BELL & DORITOS

CO-BRANDING CAMPAIGN: **DORITOS LOCOS TACOS**

DORITOS SHELL: **FRITO-LAY TOOK TACO BELL'S SIGNATURE RECIPE AND GAVE THE LOCOS TACO ITS SPECIAL TWIST**

THIS IDEA DID AMAZINGLY WELL AND THEY SOLD AN ESTIMATED 1 BN UNITS IN THE FIRST YEAR IT WAS INTRODUCED.



2. NIKE & APPLE

CO-BRANDING CAMPAIGN: NIKE + APPLE

THIS IDEA WAS TO BRING MUSIC FROM APPLE TO NIKE CUSTOMERS DURING WORKOUTS USING THE POWER OF TECHNOLOGY

A BRILLIANT MOVE THAT HELPED BOTH PARTIES PROVIDE A BETTER EXPERIENCE TO CUSTOMERS



3. UBER & SPOTIFY

CO-BRANDING CAMPAIGN: **SOUNDTRACK FOR YOUR RIDE**

WHAT A GREAT EXAMPLE TO ACQUIRE MORE USERS.

CUSTOMERS CAN CUSTOMIZE MUSIC DURING THEIR TRIP USING SPOTIFY WHILE RIDING WITH UBER.

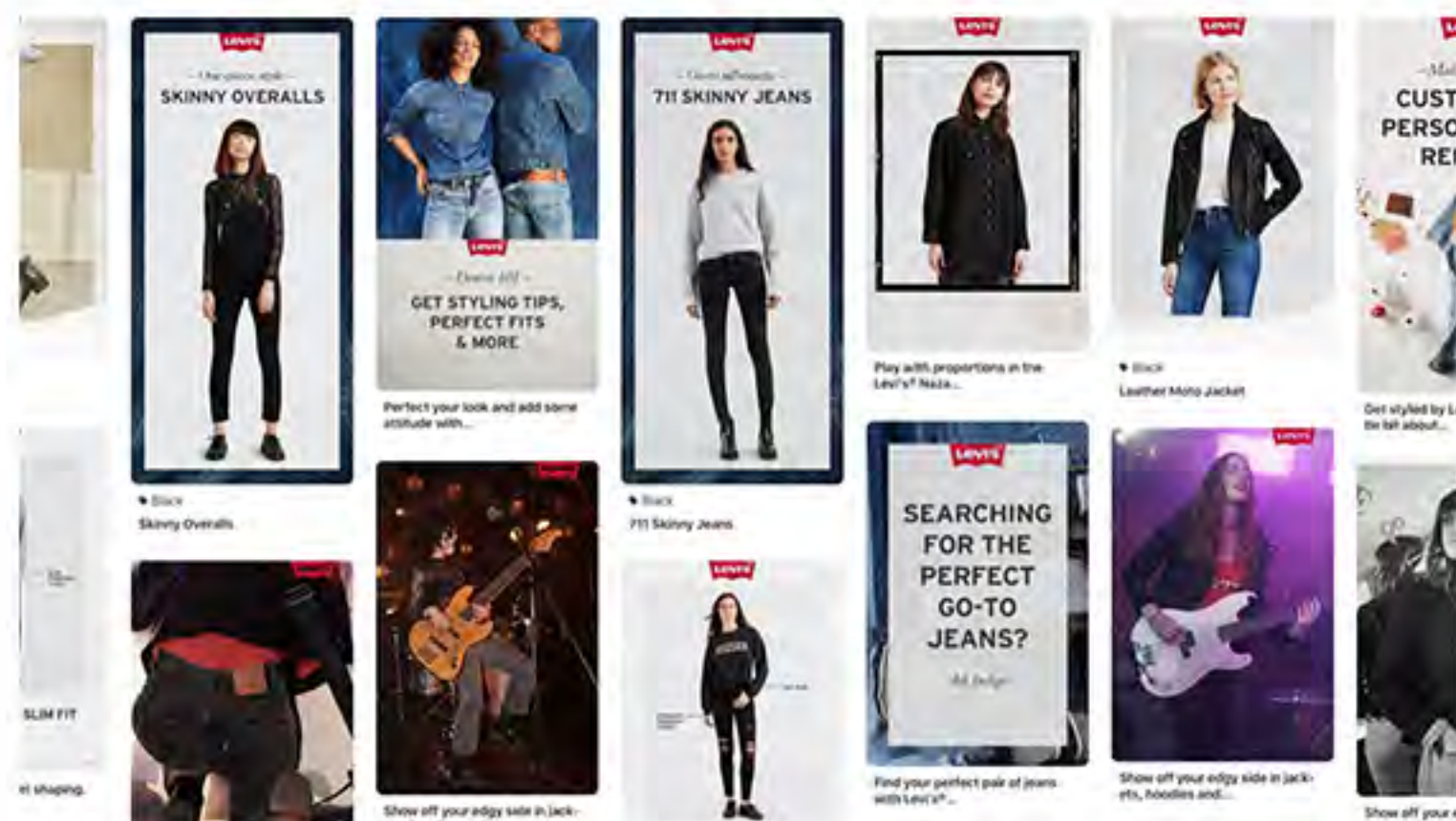


4. LEVI'S & PINTEREST

CO-BRANDING CAMPAIGN: **STYLED BY LEVI'S**

IT OFFERS A "PERSONALIZED STYLING EXPERIENCE," AND INDIVIDUALISED BRAND RELATIONSHIP.

PINTEREST OFFERS LEVI'S SOCIAL PLATFORM FOR VISUAL OFFERINGS AND LEVI'S MEETS THESE NEEDS WITH DIGITAL PERSONALIZATION AND VISUAL-FOCUSED BOARDS.



5. BMW & LOUIS VUITTON

CO-BRANDING CAMPAIGN: **THE ART OF TRAVEL**

TWO TOTALLY UNIQUE COLLABORATION OF BRANDS. BUT THEY BOTH VALUE LUXURY.

BMW CREATED A SPORTS CAR MODEL CALLED THE BMW I8
LOUIS VUITTON'S FOUR-PIECES OF SUITCASES AND BAGS THEN
FIT PERFECTLY INTO THE CAR'S REAR PARCEL SHELF.





**ARE THERE ANY BRANDS
YOU WISHED THEY
COLLABORATED ?**

LET US KNOW IN THE COMMENTS
BELOW WHAT VALUE WOULD THAT
BRING IF YOU CHOOSE ANY BRAND FOR
COLLABORATION

