

OO STRATEGIC PARTNERSHIPS

Strategic Partnerships come in all kinds of beautiful shapes and fun sizes!

Imagine this: Company A and Company B are trying to reach the same audience – people between the ages of 28-50 with some disposable income. Company A is a new restaurant in town with good buzz. Company B is a local producer of fancy chocolates with a cult following. Company A & Company B come together to create a yummy dessert using Company B's fancy chocolates.

Both companies use their assets to get the word out about this delectable dessert might which include...

- Social Media (duh)
- In-store collateral (table tents, menus, postcards, etc,)
- Websites
- PR
- Co-Branded advertising
- Events/Specials

Voila! A strategic partnership is born! Each company is reaching a new audience by tapping into the other's customer base.

Here are a few forms of Strategic Partnerships we are especially keen on:

- Sweepstakes and Contests
- Charitable partnerships
- Joint products
- Licensing
- Co-op advertising
- Co-branded social media/digital content
- Asset exchanges
- In-store collateral exchange
- Sponsorships
- Co-branded events