

HOW TO FIND **SUCCESSFUL** **BRAND** **COLLABORATIONS**



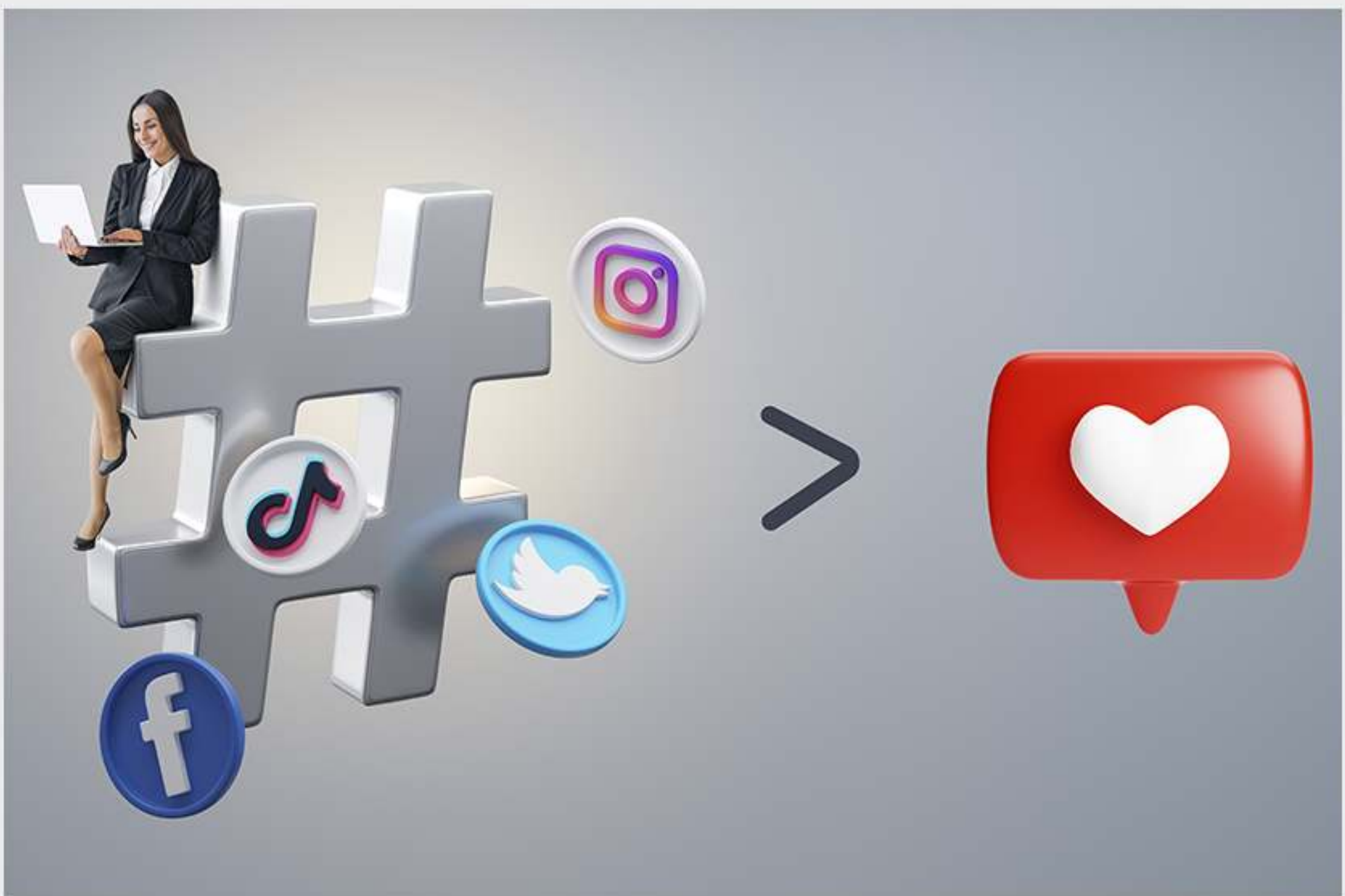
CONTENT

- 01 What is a brand collaboration?
- 02 Benefits of brand collaborations
- 03 3 types of brand collaborations
- 04 How to find brand collaborations
- 05 Now What?
- 06 Successful brand collaborations



WHAT IS A BRAND **COLLABORATION?**

- **Definition:** Brand collaborations involve two or more companies joining forces to create a product or service that caters to their combined customer bases.
- **Purpose:** These partnerships are designed to be mutually beneficial, boosting sales, engagement, or reach for all involved parties.



Collaborations frequently occur on major social media platforms like TikTok, among others, with the goal of maximizing reach and engaging as many people as possible.

BENEFITS

OF BRAND COLLABORATIONS

- **Reach New Audiences:** Eyeing a new target market or demographic? Teaming up with a company that already has an established base of customers can introduce your products to potential customers previously beyond your reach.
- **Economize and Earn:** Studies have shown that brand collaborations can cost up to 25 times less than traditional digital advertising methods while achieving similar results.



- **Create Excitement:** The practice of scarcity marketing, through offering co-created products or services as unique, exclusive, or limited-time offerings, can stimulate demand and elevate sales.
- **Capitalize on Complementary Strengths:** If your business excels in tech products but lacks creativity, partnering with a creatively-driven, non-tech brand is an excellent opportunity to pool strengths for mutual benefit.

3 TYPES OF BRAND COLLABORATIONS

1. Influencer Marketing

It involves businesses engaging individuals or content creators who boast significant online followings to promote their products on social media. A notable instance is the partnership between the doughnut franchise Dunkin' and TikTok sensation Charli D'Amelio, which resulted in a **45% increase** in coffee sales.



2. Product collaborations

It occurs when two brands collaborate to develop a new offering. An example includes Fishwife Tinned Seafood Co. and Fly By Jing, who partnered to create The Fly By Jing Smoked Salmon. This product combines Fishwife's salmon from the Kvaroy Arctic with Fly By Jing's distinctive Sichuan chili crisp from Chengdu, the best of both brands.



3. Co-marketing

Co-marketing involves two companies leveraging their reputations, customer bases, and brand loyalty for mutual benefit. Examples include GoPro and Red Bull's joint product promotions and content creation. Two businesses with similar audiences and industries but without direct competition.

HOW TO FIND BRAND COLLABORATIONS

1. Identify your goals

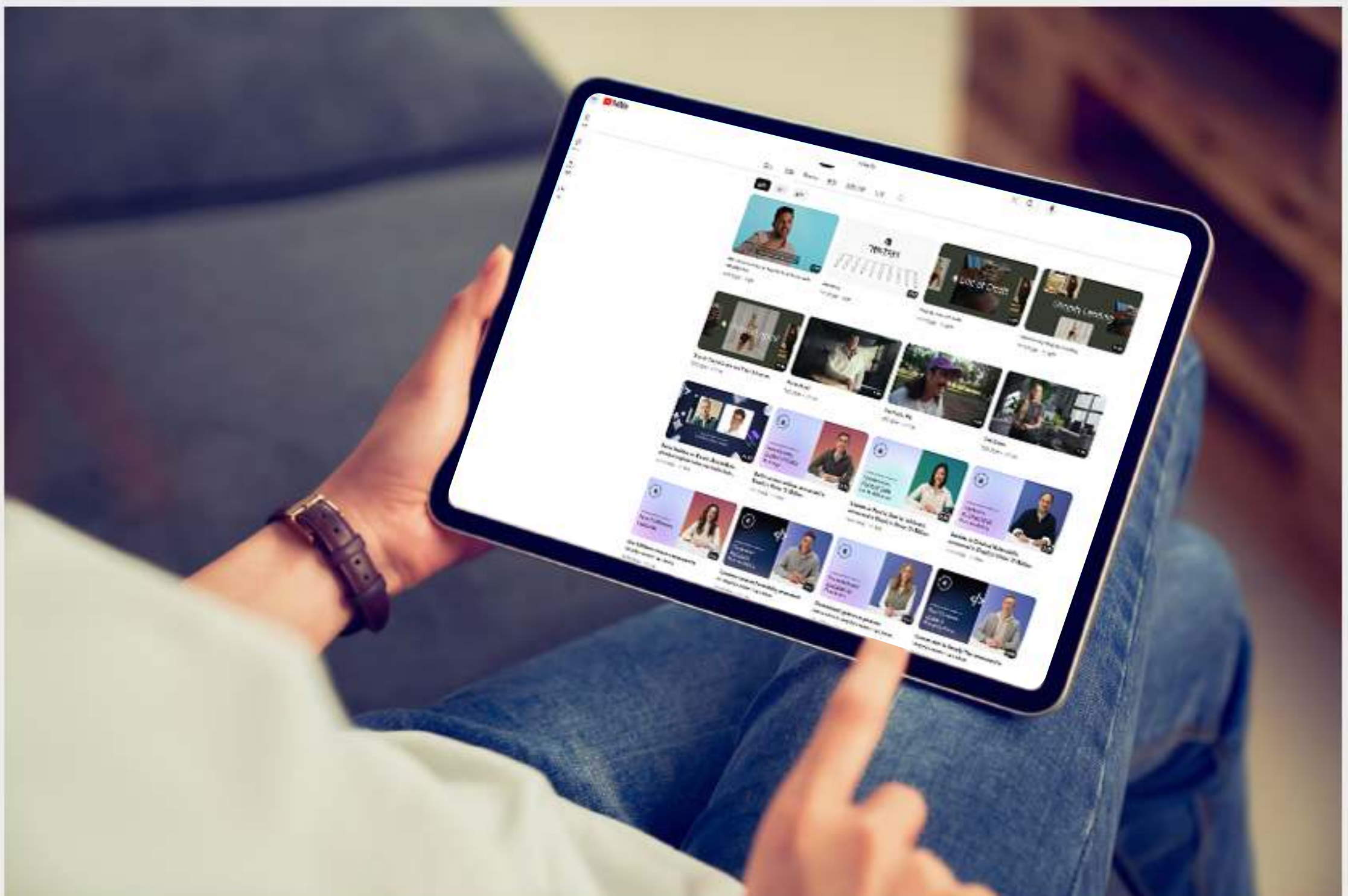
Define your objectives, whether it's to elevate sales, enhance social media engagement, or strengthen brand loyalty.

Understanding your goals will guide you in identifying the most suitable partners.

2. Choose the right partner

The most important step is the research:

- Identify brands that align with your objectives, target audience, brand positioning and values.
- Focus on brands that can add value to your products and services
- Consider an unexpected pairing: Surprising your audience could lead to a unique outcome, generating excitement and encouraging sales.



3. Define The Scope

Outline the scope and nature of the collaboration, including:

- Collaboration type
- Target earnings
- Budget
- Timeline

4. Reach Out

To secure a successful collaboration:

- **Find their contact**

Most people who include their business email in their social media

- **Introduce Yourself**

Provide an introduction of yourself and your brand, highlighting the core attributes and what sets you apart.

- **Demonstrate Your Brand's Value**

Showcase the unique benefits your brand offers, including any specific achievements.

- **Communicate and compromise**

Articulate the reasons why a partnership would be mutually beneficial. Although it's important to establish boundaries, remain receptive to their suggestions and attentive to their requirements from you as well.



NOW WHAT?



- **Develop a Strategy:**
Make a concrete plan integrating creative concepts and design elements that embody both brands.
- **Sign an Agreement:**
Draft and finalize a contract detailing collaboration terms, intellectual property rights, financial terms, and other critical details, ensuring mutual consent.
- **Plan Joint Marketing Activities:**
Coordinate marketing strategies, including product launches, joint advertising, social media efforts, and events, ensuring message coherence and broad audience reach.

- **Allocate Resources:**

Assign responsibilities and provide adequate support to both parties for successful collaboration execution.

- **Execute & Monitor:**

Carry out marketing plans, track progress, and maintain open communication with your partner to align efforts and resolve any challenges.



- **Evaluate the Results:**

Post-collaboration, assess performance against initial goals, analyzing metrics, customer feedback, and the impact on both brands' awareness and sales.



SUCCESSFUL BRAND

COLLABORATIONS

Louis Vuitton's collaboration with Supreme

The underground skater brand teamed up with one of the oldest and most prestigious luxury brands.



MSCHF and Fenty Beauty

The red packets are either Rihanna's red Fenty Beauty lip gloss, or ketchup. Customers just have to buy it and see what they get.

Uber and Spotify

Spotify partnered with ride-hailing service Uber to offer an integrated music streaming experience during Uber rides, dubbed "A



Ready for your global journey?

Partner with NextSmartShip and gain access to our comprehensive marketing services, professional product photography, customized packaging, and a suite of other offers designed to elevate your e-commerce experience.

Get in touch with us today for the best fulfillment services, tailored to your unique needs

<https://www.nextsmartship.com/>