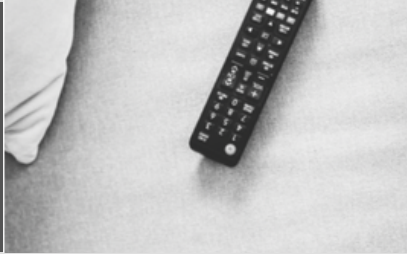


## LATEST BLOGS

Are Streaming "Partnerships" In Your Brand's Best Interest?



Tips For Preparing Your Brand For Partnership



## CLIENT SPOTLIGHT



### Regal x Charles Tyrwhitt

Integrated campaign with promotional efforts surrounding the new film "Top Gun: Maverick. Elements of the campaign included sweepstakes, email, web and social content.

## JUNE'S GREATEST HITS



### Jeep x Jurassic World Dominion

Back at it again, Jeep and Universal Pictures have launched their new global marketing campaign for the summer. Featuring the iconic Jeep Rubicon with a baby Carnotaurus this campaign launched across Jeep social media platforms on June, 1.



### "Chersace" Cher x Versace

June 2022 is Pride Month. In celebration of pride and unity, pop icon Cher and Donatello Versace have come together to create an exclusive capsule clothing line. The collaboration is in support of Gender Spectrum, a charity that assists and works with the LGBTQ+ community. Happy Pride Month!



### Manolo Blahnik x Birkenstock

After a successful first launch in March, Manolo Blahnik and Birkenstock are releasing a new set of collaborative products in June, 2022. The upscale Spanish fashion designer and German shoe brand saw great success with their partnership after the first product release. The new designs will feature more accessible pricing and fun designs like polka dot sandal patterns.