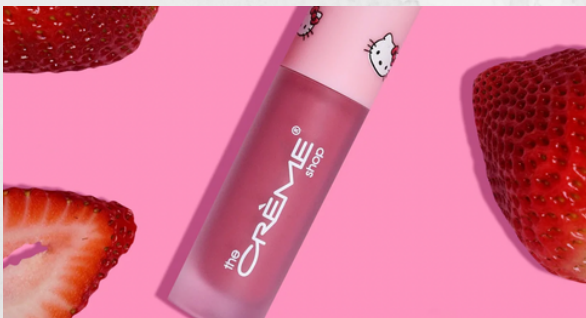


How to Utilize Partnerships as Your "Secret Weapon" During Slow Market Times

## AUGUST'S GREATEST HITS

### RE/DONE x Ford

Fashion and cars may seem like an unlikely pairing, but Re/Done has partnered with Ford to prove style has a place on the open road after all. RE/DONE is an upscale clothing brand focusing on bringing individuality and sustainability into everyday clothing. Working with Ford, the fashion brand has designed a collaborative collection of up cycled denim and casual wear build for car lovers and fashionistas alike.



### Hello Kitty x The Creme Shop

The iconic Hello Kitty brand is turning 45 this year! Hello Kitty and The Creme Shop, a beauty and skincare brand founded in South Korea, have partnered to celebrate the milestone birthday and their Korean heritage. The brands created an 8-piece collaborative product line for Ulta Beauty. Products feature the beloved Hello Kitty character, adorable pink designs and cruelty-free ingredients.

Fiscal planning for 2023 is well on its way for most brands. During your planning process be sure to think through the difference between partnerships and media buying. Partnerships are a great way to maximize your awareness without breaking the bank, which can ultimately lead to a better ROI for your brand.

To find out more about partnership marketing and how to get started contact Regatta.

## Partnerships vs. Media

Partnerships are strategic



Media is transactional

Partnerships are flexible



Media is systematic

Partnerships are customizable



Media is commoditized

Partnerships embrace the future



Media is old school

Partnerships are cost effective



Media is unsustainable

Partnerships are mutually beneficial



Media is one sided