

## Trend Alert: Brand Partnerships in the Metaverse

## SEPTEMBER'S GREATEST HITS

### Macy's x Toys 'R' Us

The iconic kids retailer, Toys 'R' Us is back with in-store toy shops in Macy's locations nationwide. The collaboration kicked off with Macy's Herald Square in Manhattan on October 14th, marking the first of a nine day in-store celebration to commemorate the launch of the partnership. The partnership looks to resurrect the once colossal toy store chain, with plans to expand to cities such as Atlanta, Chicago, Los Angeles, and more in the near future.



### Delta x Starbucks

Delta Airlines and Starbucks have partnered in an effort to connect and promote their respective customer rewards programs. The deal allows customers signed up to both companies' loyalty programs to earn one Delta SkyMiles for each dollar spent on eligible Starbucks items, and can earn Starbucks bonus points after making a qualifying purchase at a participating Starbucks. The deal rewards patrons for using the two companies' services concurrently, offering increased rewards at Starbucks on days when customers travel with Delta.



### Spotlight-Chris Griggs

Chris serves as the chief strategist for the agency analyzing new ways for brands to partner and measuring the cost effectiveness of programs. Chris has been with Regatta since its infancy and thus has become an expert on partnership marketing. Prior to joining Regatta, he was an Ad Man, working on national and promotional campaigns for brands like Wendy's, P&G, Coca-Cola and The US Military at agencies big and small. In his spare time, he makes people laugh at some of New York City's top comedy clubs and improv theaters doing stand up performances.

