

## DECEMBER

**Happy New Years From Regatta to You!**

We hope that the past year has been a successful one for your business — and we are excited to continue building new marketing partner relationships in the year ahead. Our team has some exciting initiatives in the works and can't wait to discuss how our approach could positively impact your marketing ROI. We appreciate our clients' trust in us and remain committed to delivering results that exceed their expectations. If you're not yet a client, we encourage you to learn more about how marketing partnerships can benefit your brand. Here's to a successful and prosperous 2023!

—Sam Kaufman  
Founder & CEO

**The Gift Wrap Fad**

As the trend of customized wrapping paper reached its peak in anticipation of the holiday season, some brands have capitalized on the craze and have taken a dive into the world of gift decoration. The Kendall Jenner-fronted liquor brand 818 Tequila rolled out a \$35 gift wrap that quickly flew off the shelves, while American restaurant chain Chili's found similar success with their own set of burger and pepper-embellished wrapping paper.

**Coca-Cola x Amazon Prime Video**

Bolstering their status as holiday season advertising juggernauts, Coca-Cola partnered with Amazon Prime Video on a limited series of short films centered around the magic of the holidays. The series, titled 'Christmas Always Finds Its Way,' featured three films averaging at around 11 minutes in length, allowed Coca-Cola the opportunity to explore beyond the bounds of the typical 30-second commercial format and created a deeper connection with their customer base.

**Zales x Bitski**

In an effort to combine one-of-a-kind items of the digital and physical worlds, American jewelry brand Zales teamed up with NFT platform Bitski for their "You Are My Diamond" holiday promotion. Running for just one day on December 13th, the deal packaged each purchase of Zales jewelry with a limited-edition Digital Diamond Heirloom NFT. The non-fungible item serves as a "modern symbol of love", offering a new kind of unique gift for that special someone.