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Let's Hop into these Lunar New Year Partnerships!



New Blog Post: Bartering Brand Assets in Partnership Marketing



Guo Pei x Barbie

China's most renowned couturier, Guo Pei, and Barbie are celebrating the Lunar New Year together once again with their new limited edition doll. Guo Pei references the traditional Qing Dynasty court dress by embracing the Chinese royal blue and dragon embroidery for their collaboration.



Panda Express® x DonorsChoose

Panda Express® and DonorsChoose embraced the Lunar New Year in a meaningful way. By creating a 2x donation match program, teachers are able to have the opportunity to retrieve resources and teach lessons based on the holiday—creating meaningful conversations with their students.



Karen X Cheng x McDonald's

Celebrating the Lunar New Year in the Metaverse? Karen X Cheng, digital content creator, and McDonald's makes this vision a reality by creating an AR Instagram filter and a Metaverse experience through Spatial's virtual platform, based on her own cultural identity – allowing fans to participate in the transition from the year of the tiger to the new year of the rabbit.