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NEW BLOG POST: Why Community-Driven Partnerships are Good for Targeting Local Consumers



Hidden Valley x Van Leeuwen x Walmart

If you've ever wondered how ranch dressing and ice cream might taste together, this is your chance to find out. Hidden Valley, a leading ranch brand, collaborated with ice cream parlor Van Leeuwen to launch a new ranch-flavored ice cream. It will be exclusively sold at Walmart starting March 20 for a limited time only.



e.l.f. Cosmetics x American Eagle

The two Gen Z favorite brands, e.l.f. Beauty and American Eagle, are launching a denim-inspired makeup and skincare collection. This collaboration marks e.l.f.'s first big step into fashion and American Eagle's entrance into beauty.



Carnival Cruise x Lyre's

Carnival Cruise teamed up with Lyre's, a brand of non-alcoholic spirits, to release a new line of non-alcoholic cocktails offered at Carnival's Alchemy Bar. With this partnership, Carnival becomes the first cruise line to offer a full range of alcohol-free cocktails.