



APRIL

APRIL 2023 | EDITION 11



NEW BLOG POST: [How Brands Can Leverage Partnerships to Connect With Female Consumers](#)



Kellogg's x The Icee Co.

The ICEE Company has partnered with cereal giant Kellogg's to create the new Kellogg's ICEE Cereal. The cereal offers a taste reminiscent of the classic ICEE beverage, with every scoop filled with crunchy red and blue spheres that replicate the iconic color scheme of the drink. Will you give this cereal a try?



Barbados Tourism Marketing x New York Giants

BTMI has collaborated with the New York Giants to promote Barbados as a preferred destination for Giants fans. Through the partnership, BTMI will provide exclusive travel packages to Giants fans and will be featured as a destination of choice through various media channels.



MoviePass x Walmart

MoviePass is teaming up with Walmart to promote and sell subscriptions at the retailer. The movie-ticket-subscription service that recently relaunched in beta form will soon be available at Walmart stores throughout the country.