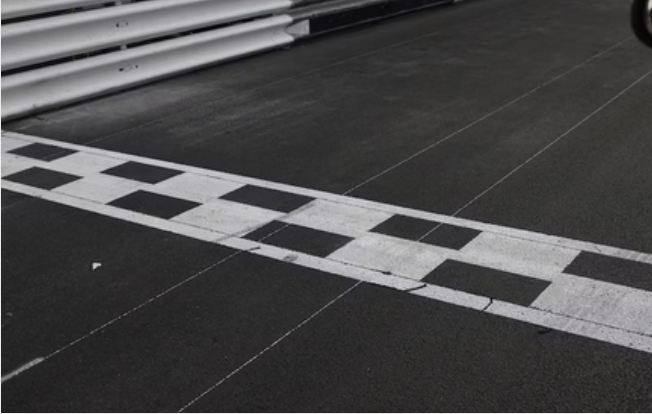




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Jameson x Dickies

Jameson whiskey and the streetwear brand Dickies have released a collection honoring both identities while also creating a new product. The collection consists of 10 new pieces, including the limited edition Jameson x Dickies bottle. Global CMO, Sarah Crockett, explains that although both brands are in two very different product categories, Dickies is a brand that champions makers and Jameson is known for creating high-quality production.



Cirque du Soleil

Cirque du Soleil is expanding its brand and audience by entering the world of gaming, fragrance, and home goods. They want to "elevate the art of clowning" by bringing back the nostalgia of the circus, the bright colors, clowns, sports, and more. Gen Z being their target audience, they are confident in introducing unique and aesthetic products that match their style. The circus has universal appeal regardless of age, and Cirque du Soleil wants to keep its relevance and enduring image.



Barbie x Oppenheimer

The marketing teams behind Barbie and Oppenheimer accept the trends of brand collaborations, including Barbiecore and Oppenheimercore. Although Oppenheimer has not been officially involved in any crossover or collabs due to the nature of the movie, Barbie has been involved in many different collaborations leading to the release of the two movies. Due to the major difference in the movies, Barbenheimer has become an internet phenomenon!