



# PARTNERSHIP PARLAY

DECEMBER 2025

EDITION 36

**It's Time! Holiday Magic with Sephora x Mariah Carey**



Sephora and Mariah Carey are ringing in the season with a holiday campaign that transforms the iconic “It’s Time” moment into a full brand experience. The launch cements Mariah’s status as the Queen of Christmas, pairing nostalgia with modern cultural relevance. Through music and visual storytelling the partnership shows how a single seasonal moment can ignite buzz, drive emotional connection, and anchor a brand in the heart of holiday tradition.

## NEWS



### **Dove x Radio City Rockettes**

Dove brings back their signature Holiday Treats Collection in partnership with the Radio City Rockettes to celebrate the Rockettes’ 100th anniversary this season. The collaboration will have various activations that fans could enjoy, including a photo booth, access to products in lounges, and product giveaways after select shows!



### **The Grinch Meal at McDonalds**

Try the new Grinch Meal at McDonald’s starting Dec 2<sup>nd</sup>! The collaboration blends the fast-food giant’s cultural reach with Dr. Seuss’s timeless mischief, turning Christmas into a moment of humor and storytelling. The limited-time promotion includes themed packaging and merchandise with the meal. A festive and creative rollout for the holiday season.



### **Nordstrom Rack – Oh What Fun!**

Join “The Gift Expert” Kyle MacLachlan and other partners as Nordstrom launches the Oh What Fun! campaign, turning the holiday season into a shared brand storytelling moment. Engaging in-store activations like photos with Santa and Glam Days to help deepen customer connection while supporting a joyful, immersive shopping experience this Christmas.

