



PARTNERSHIP PARLAY



JANUARY 2026

EDITION 37



When a Film Acts Like a Brand: The Partnership Logic Behind Marty Supreme

Marty Supreme

Marty Supreme offers a clear example of how films can move beyond traditional marketing and operate with true brand logic. Through intentional partnerships, strong world-building, and cultural cues that feel organic rather than forced, the film builds a presence that extends well past the screen. This piece explores how entertainment IP can borrow from brand strategy to create longevity, relevance, and deeper audience connections. Continue reading on our latest blog!

NEWS



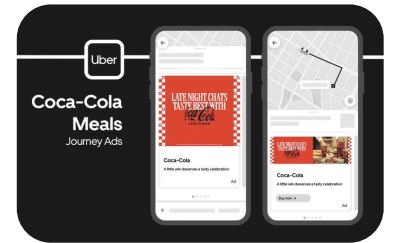
BÉIS x Chipotle

BÉIS and Chipotle teamed up for the To-Go Collection, an 11-piece travel and lifestyle capsule made for people who are always on the move. The collection includes bags and accessories designed to carry food and everyday essentials easily. By mixing BÉIS's travel-focused design with Chipotle's food culture, the collab connects eating on the go with style and function.



Gap x Summer Fridays

Gap partnered with skincare brand Summer Fridays to create a collection focused on comfort, wellness, and everyday style. The collaboration blends Gap's casual clothing with Summer Fridays' self-care image. Through cozy pieces and soft branding, the partnership shows how fashion and beauty can come together around the idea of feeling good, not just looking good.



Uber x Coca-Cola

Uber and Coca-Cola partnered through Uber Advertising's new "Journey Takeovers." Coca-Cola became the first brand to use this feature, placing custom visuals inside the Uber app during rides. From start to finish, riders see Coca-Cola branding throughout their trip, turning regular transportation into an interactive brand experience.

