

Kaynait Zafar
Contemporary Designers in Luxury Markets
BUF 3310
The New York City College of Technology
Professor Jackson
October 05, 2020

Assignment #2:

Chapter 4: Understanding Brand Partnerships

Directions: Review the FIVE types of brand partnerships discussed in *Chapter 4*. Provide ONE example for EACH partnership.

Examples should include the following:

- Identify the type of partnership
- List all brands involved
- Duration of partnership (beginning date/product release date)
- ALL brands in partnership
- What products were being promoted

Critical Thinking

Co-Branding

Definition:

Two or more companies working together to create a new product or alter an existing product — in order to provide additional value to the customer.

Example:

One example is Target partner with Missoni and that was launched in fall 2011. The products they were promoting were Clothing for Women's & Children, Home, and Handbags and Accessories. The partnership allowed Missoni, an Italian brand, to re-enter the North American Market and they established a new price point with its diffusion line providing significant financial gain to the stockholders. However, the brand partnership did not respond to the needs of the brand's existing customer.

Sponsorships

Definition:

One of the oldest forms of marketing, Sponsorships is direct marketing that primarily focuses on advertising placement.

Example:

TED partnered with Rolex to create Surprise Me! and was launched in 2012. Is an app that allows people to find something that they are interested in and it saves time and is easy for them

to find what they wish to listen to on Ted Talks. The alignment of TED and Rolex values allows the watchmaker to enhance its brand image on these attributes.

Native Content

Definition:

Is a piece of content that has been commissioned or paid to be placed on an external website with the view that the content fits and the form and function where it exists.

Example:

Adidas partnered with ISS (International Space Station) and they launched Goodbye Gravity shoes in 2019. It is a U.S. National Lab where they research and test products in a microgravity. Adidas tested improvements in footwear materials and design in space.

Licensing

Definition:

The legal owner of a brand or a trademark gives another party the legal rights to use the brand's name and identity in return for a royalty fee.

Example:

Coca-Cola licensed their brand in 1893 to protect themselves from other companies who have been launching Coca-Cola branded products in other categories.

Influencer Marketing

Definition:

Influencer marketing is a type of social media marketing that uses endorsements and product mentions from individuals (influencers) who have a dedicated social following and are viewed as experts within their niche.

Example:

Sony Xperia X5 collaborated with Instagram and created an account in 2016. They promoted the new Sony Xperia phone. Instagram is the best platform to promote photography. Sony Xperia Z5 has the most powerful cell phone camera with a five times zoom.