

CAMPAIGN CONNEXIONS

FOR BRANDS SEEKING FRIENDSHIP

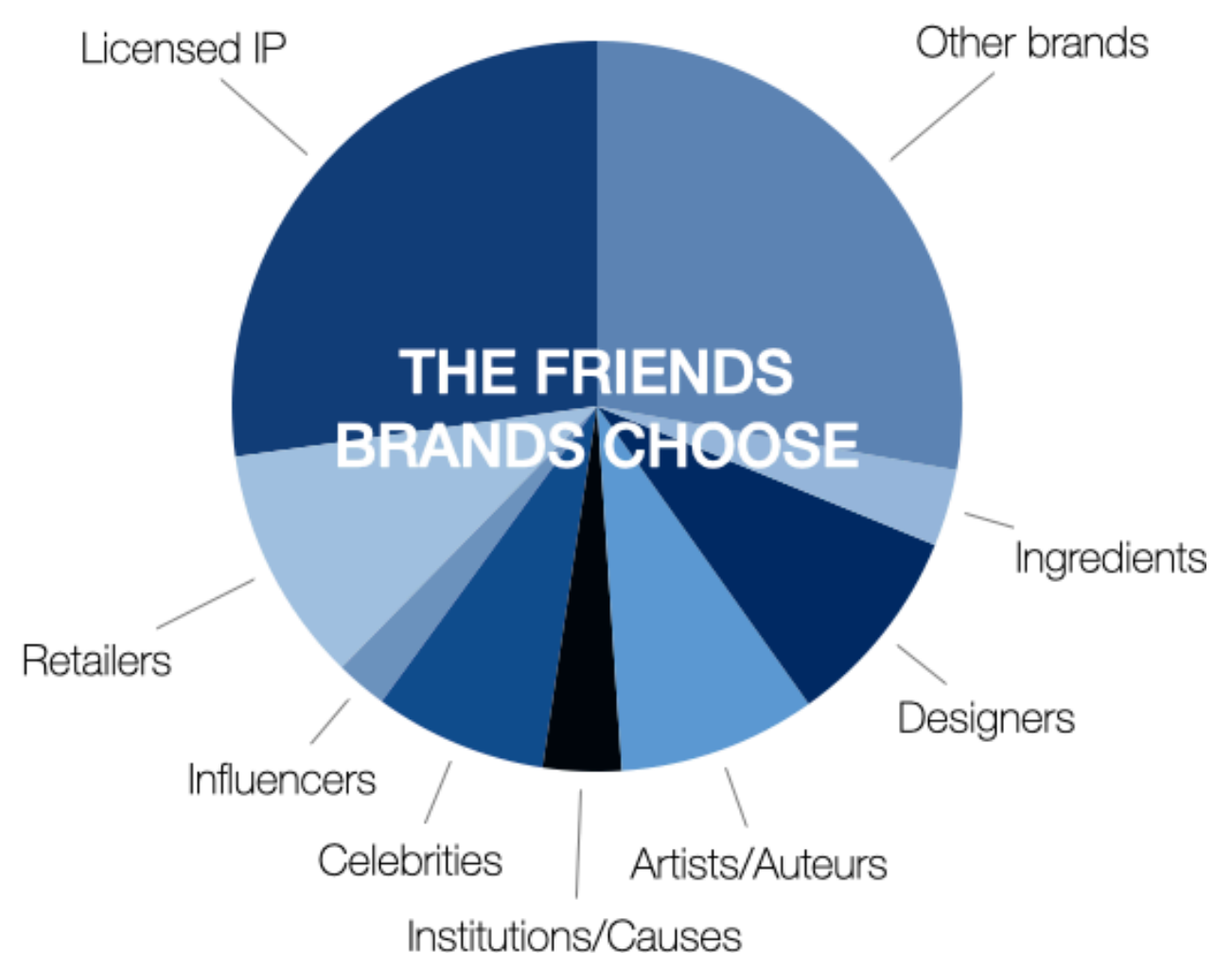
Circles of Friends are the **Distinctive Brand Assets** everyone talks about but no-one notices. Fragmented, fast-paced markets remember brands for the company they keep.

Nothing communicates belonging like being part of something bigger. It's the reason we track more than 2,500 brands who have made collaboration a recurring pillar of their positioning. Across nearly all categories and demographics, co-branding isn't a gimmick; it's a game plan.

“In the attention economy, brands need to show kinship and cultural belonging.”

For brands in search of friendship, we're the ideal wingman. Our long-term involvement in the collaboration economy makes us uniquely positioned to deliver relevant insights, intelligence and introductions.

- ▶ Benchmarking, case studies
- ▶ Partner scouting
- ▶ Candidate evaluation
- ▶ Innovation plans
- ▶ Pitch design
- ▶ Lead generation



We've been tracking media coverage of the world's most sociable brands and their fascinating **Circles of Friends** for over a decade. With data from over 40,000 co-branded product campaigns, we use first-class insight and precedent to solve key questions.

Is my brand showing up in all the right spaces?

How can relationships make my brand more relevant?

How do creative clusters add value? What precedents support my pitch?

Collaboration clout: who are the pretenders and who are the pros?

It's time to take a closer look at how co-branding can boost your own soft power. With **Campaign Connexions**, we build pathways to more charismatic, more connective brands.

Contact us to grow your circle of friends:

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Crescendo Brands

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