

CAMPAIGN CONNEXIONS

FOR BRANDS SEEKING FRIENDSHIP

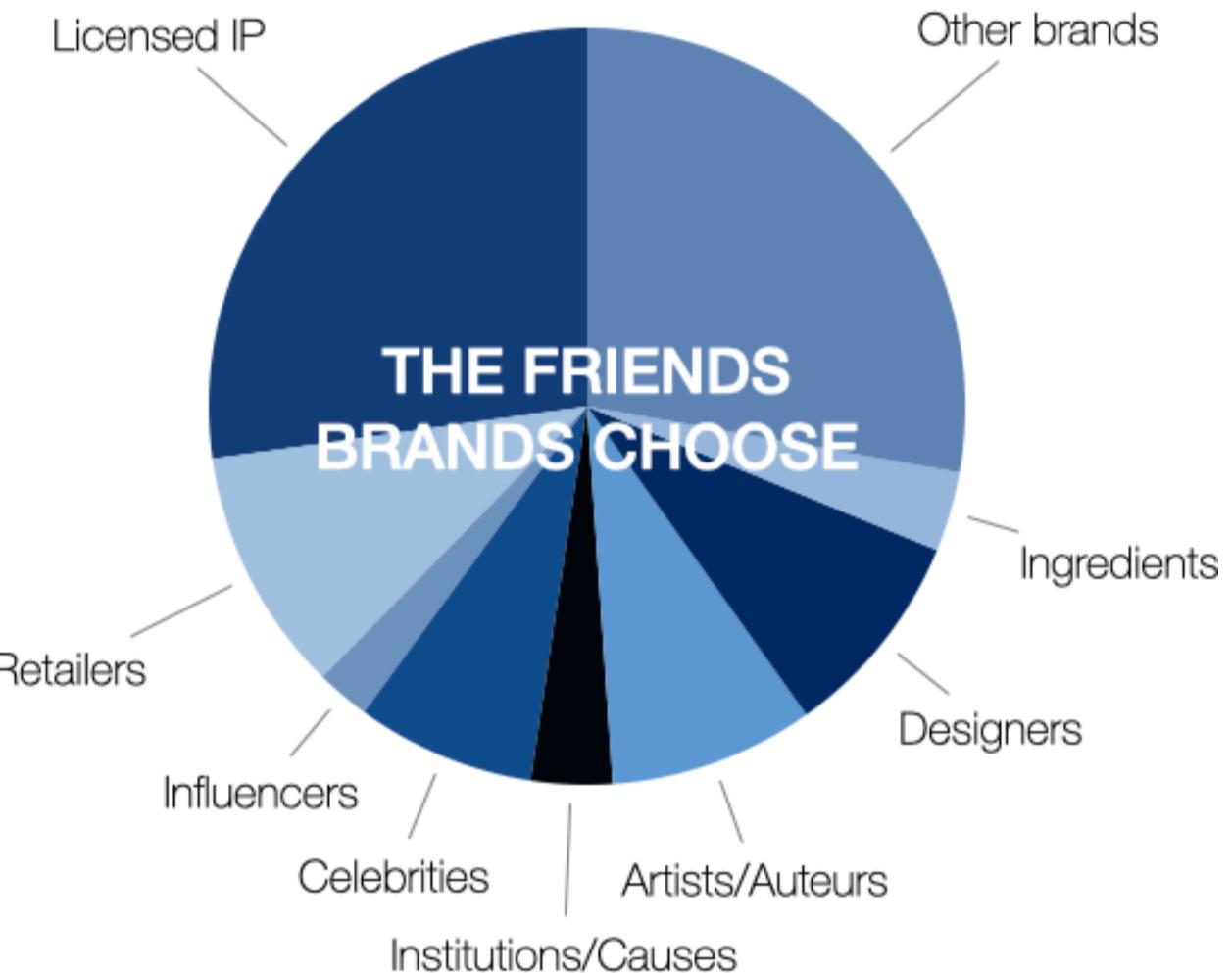
What's the distinctive brand asset everyone talks about, yet no-one names? Friendship. In fragmented, fast-paced markets, brands are remembered for the company they keep.

Nothing communicates brand charisma like being part of something bigger. It's the reason why more than 2,500 brands have turned collaboration into standard behaviour. Across nearly all categories and demographics, expressing friendship 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 useful friends, we're the perfect wingman. Our long experience in the collaboration economy makes us uniquely placed to deliver relevant insights, intelligence and introductions.

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



For over a decade, we've been tracking media coverage of the world's most sociable brands and their fascinating **Circles of Friends**. 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:

M. info@crescendobrands.com | T. +34 666 593 868

Crescendo Brands

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Company N°: ES-B54604582

