

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is white, providing a clean space for the text.

# TWO IS BETTER THAN ONE.

CO-BRANDING & CO-MARKETING EVENTS

# THE DEFINITION OF CO-BRANDING

- ▶ Co branding is a marketing partnership between at least two different brands which are independent providers of goods or services.
- ▶ This co branding effort can result in various type of promotions such as sponsorships or advertisements.
- ▶ The association will benefit both the brands more when they come together, rather than when they are promoted individually.

# THE DEFINITION OF CO-MARKETING

- ▶ Co-marketing occurs when two like-minded brands align their marketing efforts to promote each other's product or service.
- ▶ Co-marketing undertaking allows brands to leverage their relationships with other brands.
- ▶ Co-marketing campaigns aim to deliver greater results in terms of
  - ▶ Visibility
  - ▶ Reach
  - ▶ Sales advances

# IDENTIFYING THE RIGHT PARTNER

- ▶ A good starting point would be to identify a list of brands that you would be interested in teaming up with.
- ▶ Consider brands that coincide well with one another.
- ▶ Normally best to steer clear of direct competitors. You don't want your marketing efforts to rival one another, but rather complement one another.
- ▶ A brand with similar buyer personas, similar marketing ideologies, yet different products and services will see the most success with co-marketing.

# ADVANTAGES

- ▶ Shared resources, like mailing list exposures
- ▶ Reduced costs and hence higher margins
- ▶ Branding boost especially if both the brands are renowned
- ▶ Shared risk - All the risk is not burdened by one brand
- ▶ Better sales and better customer relations
- ▶ Financing becomes easier as two brands are intertwined.
- ▶ New market exposure

# DISADVANTAGES

- ▶ If anything goes wrong, both the brands are affected
- ▶ Brand alliance might be positive or negative in consumers mind and might not achieve the desired effect.
- ▶ If 1 brand enters too many co brand exercises, it dilutes itself, and hence the other brands it has associated itself with.
- ▶ Consumers may prefer the bundling above the individual offering, thereby dropping the value when the co branding exercise ends.
- ▶ Consumers may not focus on the individual brand altogether, thereby causing the co branding exercise to fail.

# EVENTS

- ▶ Advertise in advance
- ▶ Provide incentive for customers to come down and visit multiple locations, like giveaways
- ▶ Create a Facebook Event
- ▶ Create Posters and cards, professionally

# EXAMPLES



**SECOND ANNUAL  
Guac Off**  
+ a side Salsa Contest

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**OCTOBER 1, 2019**  
2:00 - 4:00 PM  
at Cornbred | Main Street Station

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Swing by CORNBRED during Happy Time and try free samples of guacamole from your favorite locals.

**Vote for your favorite guacamole and salsa!**

**COOKS' EMPORIUM**  
EST. 1979

**CORNBRED**

**RIPPKE**  
-DESIGN-



# Main & Moon

LOCAL POP UP SHOPS | LIVE MUSIC | FOOD | WINE



**FRIDAY, JUNE 28TH**

**AT PRAIRIE MOON WINERY**  
3801 W 190TH ST, AMES, IA 50014

TIME	6:00PM TO 9:00PM
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**POP UP SHOPS**

- Nook & Nest
- Oak Lane Candle
- Random Goods
- ShellRae Design
- Threadit
- We the Dreamerz
- Worldly Goods

**\$20**  
PRESALE  
TICKET

**\$25**  
AT THE DOOR  
TICKET



# EXAMPLES



# Wassail Fest

Thursday  
**NOVEMBER 29**  
4:00PM - 7:00PM

Participating Locations  
Chocolaterie Stam | Cooks' Emporium  
Dashing Boutique | Della Viti  
Everts Flowers, Home & Gifts  
Moormans Clothiers | The Octagon  
Olde Main | PhotoSynthesis

Visit at least 3 locations, vote for your favorite Wassail and be entered to win a giveaway.

An illustration of a large glass jar filled with brown wassail, topped with a cinnamon stick and steam rising from it. Three pumpkins are arranged around the base of the jar. The background is a textured, light brown surface. At the bottom, there are three white circles, likely representing a progress indicator or a selection mechanism.

# EXAMPLES



SATURDAY, APRIL 20 • 10AM • COOKS' EMPORIUM

## TRIO OF EXCELLENCE



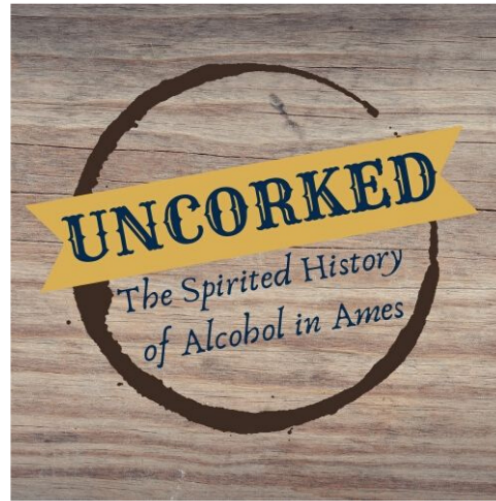
# EXAMPLES



**AHM**  
AMES HISTORY MUSEUM

## A Proper Manhattan

March 23 | 5:30pm  
@ Cooks' Emporium



**UNCORKED**  
*The Spirited History  
of Alcohol in Ames*



SHED 2017 BRISKE  
CORNBRED LET IT  
FAMOUS MARINATI  
IM PIGCANDY  
MADE IN THE TOWEST  
CASSY  
526 MAIN STREET, AMES, IA | CORNBREDBBQ.COM  
ENDLESS FLAVOR  
UTH ERING SPICE



# Falliday

## OPEN HOUSE

Fall is here! There are so many exciting things happening downtown on Main Street. We are open late so bring a friend and check out the new products during our open house gathering.

**FRIDAY**  
*October 18, 2019*  
4:00PM - 7:00PM

### Participating Businesses

- Bronze 515
- Della Viti
- Nook & Nest
- Powder Studio
- Rayna Art + Co
- The Diva Inside
- We the Dreamerz

Visit at least 3 locations for a chance to win a package from participating businesses.

