

Brands hand in hand!

Every single day, people will always speak to others who have engaged in methods of 'word of mouth'. The greatest publicity can often come from brand collaborations which are organised as part of continuous advertisement. So once you have participated in magazine advertorials, newsletters and promotional campaigns, it's time to get stuck in!

When it comes to collaborating, many companies choose those which have similar values but have a greater synergy amalgamating their shared values to produce extremely well defined results!

Most famously of course from the past few years was Topshop; a collaboration with Youtube and Google. Everything a consumer and watcher could possibly want was rolled into one platform for major advertisement. Here's how Google+ and Topshop used everything from micro cameras to Hangout apps to create a new kind of fashion show. Justin Cooke, CMO of Topshop described the event as a 'dynamic array of social experiences'. Topshop and Youtube were so successful, they introduced the 'be the model photo booth' and a shopping experience allowing those watching the catwalk to add items to their wish list. This impressive collaboration was momentous in fashion history and cannot be underestimated! So what else can be expected from Topshop...well now that's a secret, and no doubt we will be ever more impressed.

Having listened to Tyler Brule on The Stack, it became apparent how well they collaborated with Jcrew with Monocle endorsing the benefits of creative societal impact, something which Jcrew strives to achieve on a daily basis which is based on 'craft'. Monocle, similar to Jcrew celebrates and champions the importance of being unique! Having successfully merged both brands together, Monocle and Jcrew are ever stronger. The benefits of collaborating are immense and with the likes of Topshop, Jcrew and with Marc Jacob's genius stroke of design for Coke, there is no end to having great advertisement.

Coke one of the most well kept secrets across the globe! So much so, advertisement for the product has expanded beyond words. Marc Jacobs was the latest to team up with Diet coke to provide designer bottles which would have a general creative input and what WWD called 'whimsical, feminine'. With a hugely successful year long partnership with Diet Coke, Marc Jacobs was celebrated across the world. With adverts featuring a young British male hottie, there was no stopping the brand's advertisement.

Often, envisioning an amalgamation and collaboration with brands will strike various challenges. With the correct photography, brand values and leadership skills, you will sail to the top!