

THE 4CS TIPS FOR SUCCESSFUL COLLABORATION MARKETING

By INTAGE Academy



WHAT IS COLLABORATION MARKETING?

Collaboration Marketing is marketing strategy that brings like-minded brands together to share resources and expertise for a shared business objective. The effective collaboration marketing would create in greater brand presence both existing and new markets of the collaborative brands.

From social voice analysis by INTAGE Thailand, we see some good cases of collaboration marketing which generate an impressive earned media in social media in the past month.

START WITH CLEAR OBJECTIVES

We must start with setting clear objectives what we want to achieve. Most common collaboration marketing objectives include

- 1) **Penetration/ Reach:**
to reach new groups of consumers
- 2) **Frequency/ Occasion:**
to increase frequency or occasion of consumption among current customers
- 3) **Brand Image/ Momentum:**
to enhance brand image/ energize brand momentum
- 4) **CRM:**
to reward brand's existing customers

CASE STUDY 1

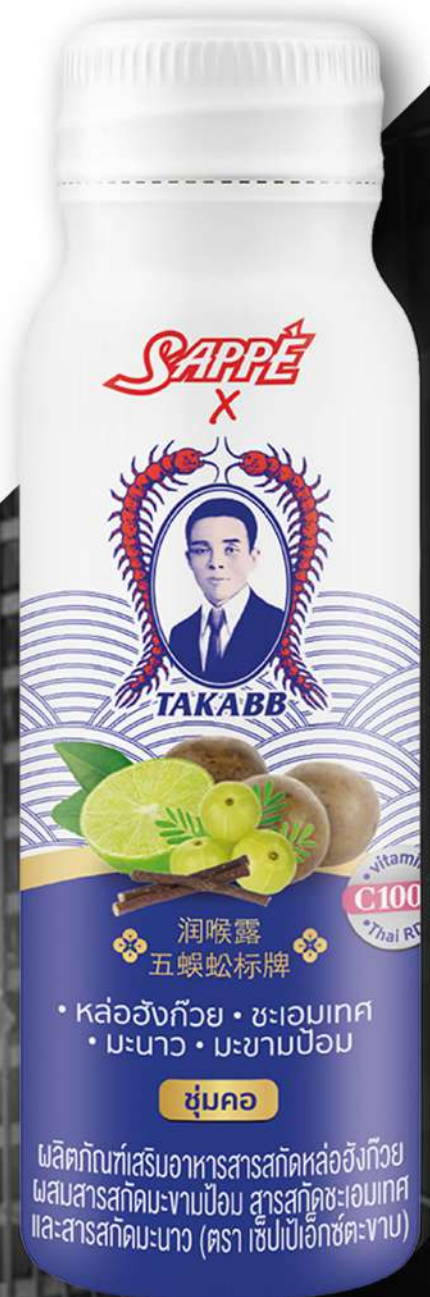
SAPPE' X TAKABB

To reach new groups of consumers

Takabb has been established in Thailand more than 80 years. Their most popular product is the herbal anti-cough pill. With the brand name itself (**Takabb** in Thai means centipede) has worked on several strategies to modernize the brand and to get closer to the younger consumers.

In July this year, the brand collaborates with **Sappe'** – the leading brand in health & beauty beverage. With the objectives to reach younger group of consumers who are well aware of **Sappe'** as well as to create new occasion of consuming Takabb, the brand has introduced **SAPPE' X Takabb** herbal drink. The launch activities started with asking consumers to guess what the 2 brands were doing together.

The collaboration between the 2 big brands captures so much attention of both consumers and marketers. The younger generation bought the products for trial and reviewed their refreshing & unique taste from multiple types of herb. The product is available at convenience stores. The launch timing is also seen very right as currently consumers are more health conscious than ever seeking ways to protect themselves from Covid attack.



CASE STUDY 2

TIVOLI X OVALTINE

To enhance brand image & dynamics



Tivoli is one of the leading wafer brand in Thailand with the brand promise of ‘Deliver everyone with good food choice’. With the purpose to delight consumers with new flavor, the brand collaborates with **Ovaltine** - the leading beverage brand among family.

With the product format of Tivoli, its main customers are rather young while Ovaltine is more popular among family target. This case well illustrates the like-minded brands who focus on

“ Good Food Choice ”

proposition. The collaboration not only enhances both brands’ dynamics, it gives brands an opportunity to reach different consumer groups. Using a popular young presenter also makes the collaboration in spotlight.

CASE STUDY 3

PIPO X M-150



To stay emotionally connected with customers

Pipo, the jelly snack of the European Food Plc, has created a buzz by partnering with the energy drink brand, **M 150**, which is popular among the blue collar workers who are definitely not the target of **Pipo**.

It is rather clear that the collaboration goal is not about reaching the new target of each brand, but more for brand image & brand dynamics enhancement. Additionally, this new jelly variant is available in e-commerce channel only, supporting our assumption that its purpose is not to really generate high sales but rather making it as a limited edition. It adds emotional movement to both brands.

NO.1 RULE OF PRODUCT EXTENSION

Don't alienate current customers

The most common objective of collaboration marketing is to reach bigger base of target consumers, especially the current customers of another brand. However, marketers must be very careful in the collaborative partner selection that it must not be the brand that our current customers dislike or the brand with totally conflicting brand values and tone of voice. Choosing the wrong collaborative partner will not only waste the financial investment but it may damage the brand image, and losing the existing customers.

COMMUNICATE FOCUSING ON WHAT CONSUMERS WILL GET FROM THIS COLLABORATION

Apart from setting the clear objective at the starting point of the project, right communication message will strengthen the collaboration effectiveness. Focusing on 'what consumers will get from this collaboration' is more important than how creative the brands are. The story of collaboration purpose should be well told to manage consumers' expectation before being questioned.

KEY TAKEAWAY: 4CS

Key Success Factors

1) Clear Objectives/ Goal:

Be clear on the objective helping us to be clearer on communication and other marketing mix development.

2) Complemented/ Shared purposes:

Select the partner that has shared purposes, matched brand values. If the 2 brands are too different, consumers would question the collaboration objective that it aims mainly on financial benefits of brands, not benefits of consumers.

3) Customer-focus:

Think as consumers, what they like about our brand. Select the brand that aspires consumers or complement our product benefits.

4) Communication on consumers' benefits:

Ensure the communication plan to cover before, during and post launch – what shared values consumers will get. Always-on-listening and checking consumers' feedback after product launch is very crucial in marketing mix improvement and also for future product development.