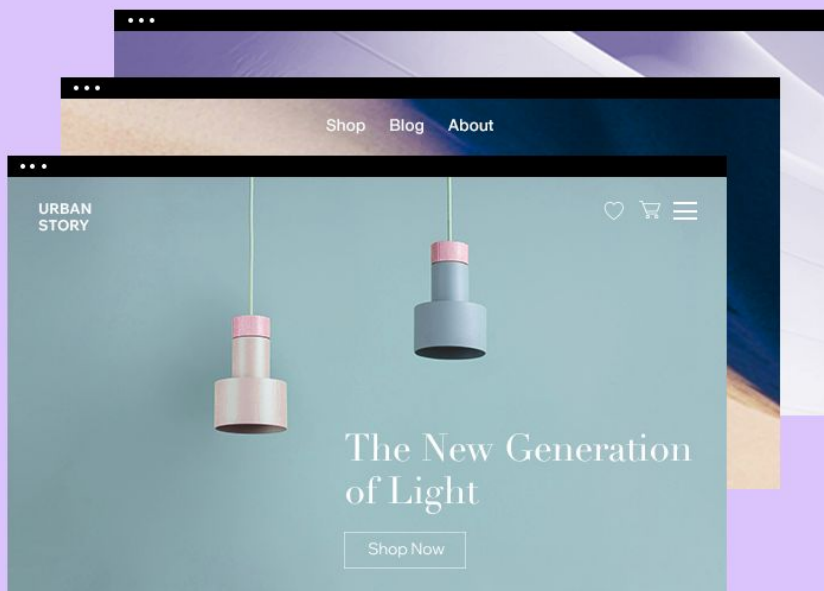


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When Two Brands Together Are Two Brands Stronger

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The more mature and established your brand, the harder it can be to find ways to accelerate your growth. One option is to expand it into a new product line, but it can be tricky to establish trust with a new offering, especially if it's only indirectly related to your current positioning.

This is the perfect situation to harness the power of co-branding. Partnering with the right brand is an opportunity for both businesses to leverage each other's attributes—and create an even more relevant offering for their consumers.



How Does Co-Branding Work in Practice?

Let's look at an external example: the collaboration between Nike and Apple, starting in 2006. On the face of it, these are two big, well-recognized brands. Why would they partner?

While they were both strong brands, they operated in different spaces. Apple's positioning was around great technology with beautiful, user-friendly design. Nike was known for its performance sportswear.

The rest is history. Nike understood that its consumers were keen to track their workouts. It also recognized that many of them were already using iPods to take their music with them on their workouts. And so it teamed up with Apple to develop a chip that could be added to Nike clothing and record performance data. It was the beginning of a partnership that continues to this day and has been a great success.

What Are the Ingredients of Successful Co-Branding?

For co-branding to be effective, you can't just pull two completely different brands together. The consumer won't buy it, and either or both of the brands involved could suffer from a loss of trust.

At the heart of a great partnership is having something that both brands already share. In our example of Apple and Nike, although they seem to be working in completely different spaces, both brands owned a core value of innovation. Because of this shared brand attribute, the partnership made sense for their customers. In fact, it's the reason that there was already some crossover of users between the brands.

While someone may have been nervous about buying wearable sport tech that came from just one of these brands, because both were recognized as experts in their fields, the co-branding felt almost natural.

But this partnership did more than just make sense—both brands came out of it stronger. Here were two companies that were known as being at the forefront of innovation, trusting each other to create something new together. Before the initiative, if you trusted Apple as an innovator, you would now also be more likely to assign that attribute to Nike, and vice versa.

Reducing Risk with Co-Branding

Let's imagine that either Apple or Nike had gone it alone and brought out wearable sports tech under their own brand. It's possible that both companies could have pulled it off. They'd have had to make a huge investment in R&D, production and marketing. The product would probably have been adopted by their most loyal consumers, but would it have spread? Would they have been able to convince a broad range of people that they had the expertise to deliver such a complex innovation which would perform well?

It would have been a big risk for either company to take. By co-branding with the right partner, they were able to reduce that risk and be more confident about their ability to succeed.

What Does Wix Think about Co-Branding?

Wix Channels offers a variety of ways for companies to co-brand with Wix and give their business customers the tools to win online. As with any successful partnership, it's a win-win. For us, it's a way to empower more users to grow. For you, it's a way to add to your offering with a product that can really help your users, thereby improving your retention and ARPU.

[Get in touch](#) to talk to one of our account managers and learn more about how we can be stronger together.

