

CO-MARKETING—PART OF A SHOPPER MARKETING EXPERIENCE

BARD understands the value of co-marketing partnerships. For over 13 years, BARD has been developing relationships to complement our clients' brands in the marketplace to raise the value of the brand through complementing brand partnerships. Whether we are looking at 2 or more brands within a single manufacturer, 2 or more manufacturers and their brands, or 1 or more manufacturer, their brand(s) and a retailer's private label brand, co-marketing plays a strategic role in driving brand alignment and increasing brand sales.

Co-marketing partnerships offer the ideal opportunity for one to align their corporate/brand strategies and goals by creating exclusive, mutually beneficial programs. By creating co-marketing partnerships, brands can target specific segments that cross-pollinate one another and leverage the strengths from one another's categories to gain trial and increased purchasing habits. It also helps consumers answer the question, "What's for dinner?" By aligning brands within use, you can offer meal solutions.

Bring in BARD on your next co-marketing program and experience the difference not only in the development and execution, but also, in the strategic brand alignment that is essential for success. BARD understands how to solve complex issues when working with multiple manufacturers and retailers and simplifies them to bring it down to the shopper's level—you too can be the orange juice for the cinnamon roll.

Our results-driven programs have been earning our clients double and triple digit returns each and every time. BARD understands the different channels, works thru relationships and brings partners together for the end result—increased sales.

Jay Zemke
Vice President, Strategic Development

