

Corporate Partnership Thought Starters

Common Corporate Objectives by Business Category

	Products	Services	Retail	Media/Entertainment
Business Categories	Automotive	Airline	Big box stores	Cable and networks
	Consumer electronics	Financial services	Grocery and drugstores	Digital channels
	Food and beverage	Healthcare	Hotels	Local TV affiliates
	Packaged goods	Mailing and shipping	Online retail	Magazines
	Personal care	Professional services	Restaurants	Radio
	Technology products	Ridesharing	Specialty retail	Telecommunications
Objectives	Communicate attributes	Showcase leadership	Drive traffic to locations	Obtain exclusive access
	Stimulate trial	Build trust	Make special offers	Drive media consumption
	Sample, display, demonstrate	Gain access and network	Run cross-promotions	Showcase talent
	Engage employees			
	Build awareness and differentiate from competition			
	Acquire, retain, and upgrade customers			
	Demonstrate corporate citizenship			
	Secure and/or create content			

Aligning Objectives, Benefits and Partnership Elements

	Visibility	Awareness	Attitude	Behavior
Objectives	Gain recognition	Build awareness	Differentiate	Engage employees
	Push out brand	Communicate attributes	Showcase leadership	Acquire customers
	Earn exposure	Demonstrate citizenship	Create/distribute content	Drive traffic to locations
		Sample or display	Entertain audiences	Stimulate trial
		Showcase talent	Demonstrate expertise	Drive media consumption
				Make special offers
Benefits	Signage	Advertising	Speaking opportunities	Access to audiences
	Verbal recognition	Sampling/display opps	Promotional rights, support	Promotional rights, support
	Digital logo recognition	Editorial features	Access to content	Volunteerism opportunities
	Print logo recognition	Brand or product integration	Brand or product showcase	Networking opportunities
	Inclusion in press release	Appearances, photo opps	Social innovation	Social innovation
Partnership Elements	Public relations	Advertising campaign	Content campaign	Lead generation
	Social media	Sampling	Expertise sharing	Sales promotion
	Internal communications	Display	Hospitality	Volunteerism platform
		Direct marketing	Social innovation project	Social innovation platform
				Cause marketing campaign