

REVISED FOR

2022



30+ LOCAL + GLOBAL EXAMPLES

40 PAGES

THE FUTURE OF COLLABORATION

THE DEFINITIVE GUIDE ON HOW TO DO
COLLABORATIONS BETTER

A PRODUCT OF NICOLA COOPER + ASSOCIATES

ABOUT US



Nicola Cooper
& Associates

Through the grounding in Fashion, Lifestyle and Pop/Youth Culture Brands, as well as unique experiences, the team at Nicola Cooper + Associates are proud Africanists who want to push the industry into more creative and cultural spheres.

With a hunger for knowledge, we pride ourselves on impeccable research, time and experience, as well as an instinctual knack for the field that one requires to be consulted in.

for more information, contact:

HELLO@NICOLACOOPER.CO.ZA



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We know that the binding geographical boundaries between workspaces are further faded by 'at home'/remote working driven by COVID 19.

The global and seismic catalyst for change has created opportunities for a new form of business and has further sped the trends of new methods.

These shifts have opened our imaginations and the world with endless possibilities for cross-category, cross-brand, cross-country and cross-creative partnerships without even having to leave your country, home or office.

Our E-Book 'The Future of Collaboration 2022' has the following insights.



According to new research by Global trend forecasters, to thrive in an ever-competitive environment, brands should look to invest in three key areas over the next five years, Exclusive collaborations with Relevant Partners, Secret Exclusive Brand Experiences and Personalised Online Experiences

From initial concept and strategy, to interpersonal relationships, to managing ambassadors and influencers, we are getting hands on with what makes or breaks collaborations - with solid tools you can use immediately and insights to prepare you for the future.

Whether you're an agency owner, marketing/brand manager or a creative collective - we've got the tools for you.

GET THE FULL REPORT

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DELIVERED TO TEAM - INCLUDES PDF

1 - HOUR SUMMARY +
PDF OF BOOK +
1 HOUR CONSULTING

PRICING

FROM R15 000.

DISCOUNTS APPLY TO EXISTING NC+A CLIENTS
+ BIZCOMMUNITY MEMBERS USING THE
#BIZTRENDS2022 CODE

WHAT IS IN THE BOOK

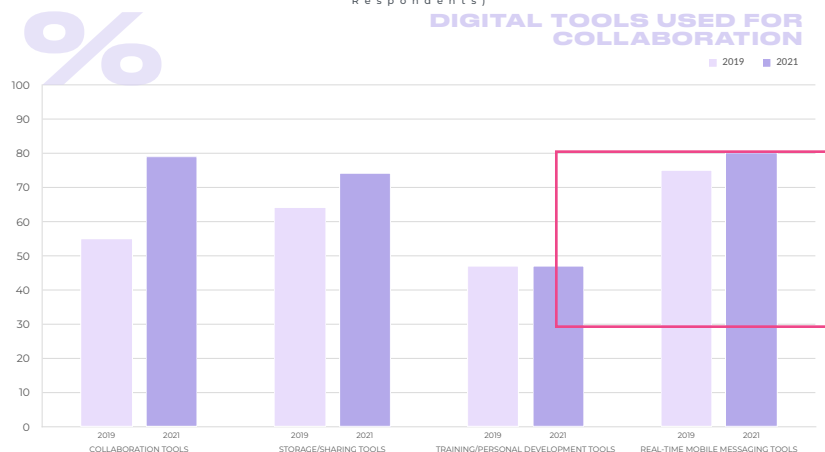
In this document, which draws on four years of empirical research and experience, Nicola Cooper + Associates presents a straight-shooting guide to doing collaboration best.

With strong focus on the brands, agencies, innovators and influencers pioneering these spaces; NC+A defines and unpacks the new landscape of collaboration and the effect that this will have on lifestyle, fashion, advertising, retail and emerging consumer markets for 2022 and beyond.



THE FUTURE OF COLLABORATION - 2022

Changes in Digital Workplace Technology Use, 2019-2021 (Percentage of Respondents)



Source: Gartner (August 2021)

WHAT IS IN THE BOOK

POTENTIAL PITFALLS

SCANDAL • CANCEL • CALL OUT CULTURE

Cancel Culture is by its very nature reactionary and particularly volatile as the entire movement relies on mob mentality.

This mob mentality can be detrimental in an era where fake news and misleading reporting is rife and has resulted in various individuals being harassed and cancelled for events that never occurred.

Personal history, current events and actions can result in discontinued or postponed collaborations.

As identities no longer align and controversy follows, sometimes it is better for brands/individuals to bow out of agreements in order to 'save face' and explore other, more prosperous and less controversial directions.

WHEN COLLABS GO WRONG

CHECKLIST FOR COLLABS

UNDERSTANDING COLLABORATION KEY SKILLS FOR COLLABORATION

Understanding business practices are no longer enough. Predicting of emotion, behaviour and purchasing patterns of the consumer is critical in a world that demands representation, transparency, equality, sustainability and fair, ethical trade.

Critical thinking is driving the bottom line and the new sign of the times demands new hard and soft skills.

It is fundamental for brands and businesses to understand this and set their teams up to succeed through sensitivity training, unique management methods, and better understanding and training of applying the necessary soft skills into the shifting world.

ACTIONABLE INSIGHTS

BUILDING TEAMS

UNDERSTANDING COLLABORATION COLLABORATION VS COMMISSION

Understanding commission:

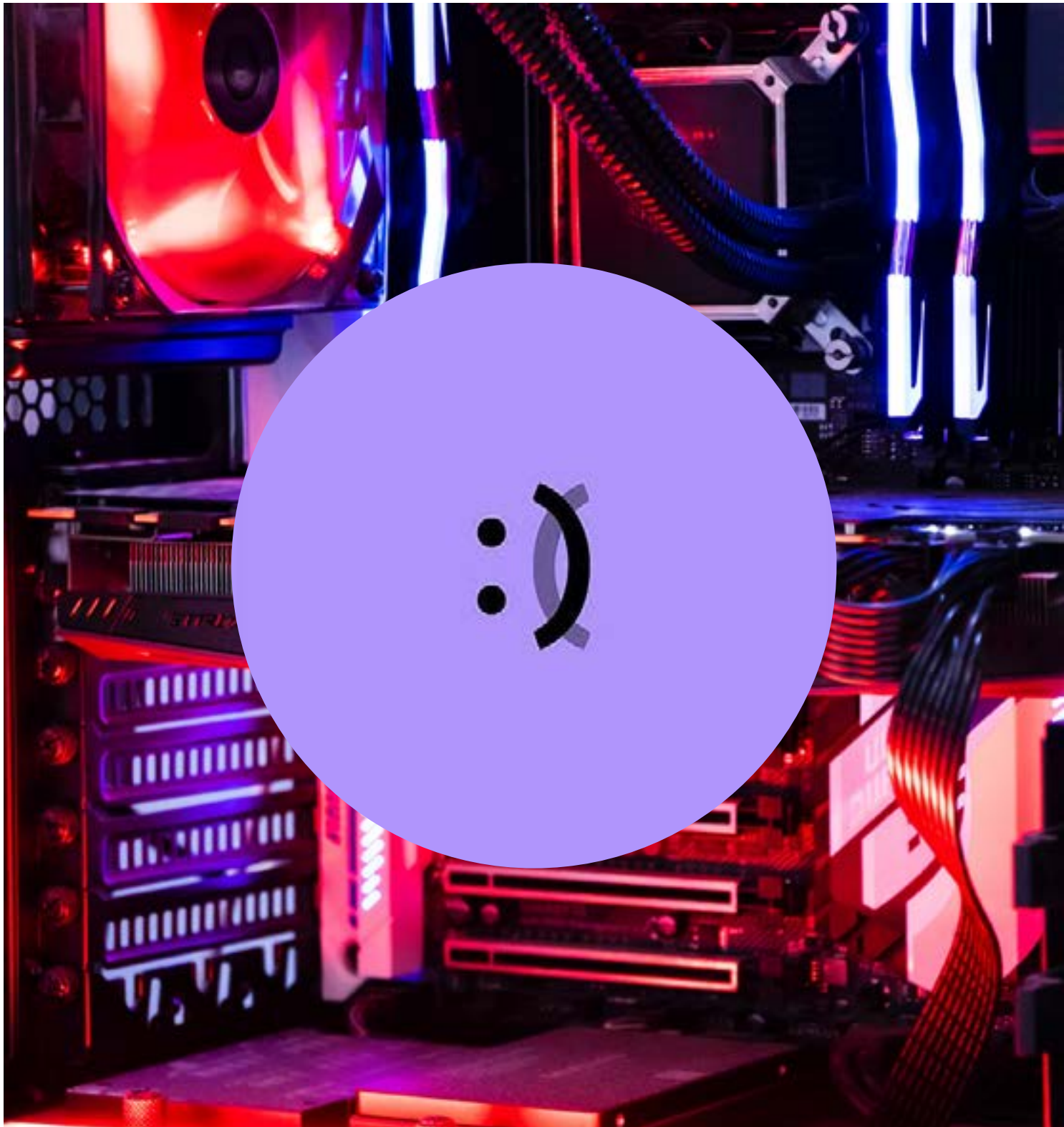
A request for an artist, designer, or musician to make a piece of art or music, for which they are paid. (Longman Dictionary)

A formal request to produce something (especially an artistic work) in exchange for payment (Merriam-Webster)

COLLAB ARCHETYPES

30+ CASE STUDIES

LEGAL EXAMPLES



COLLABORATION AS A LUCRATIVE BUSINESS TOOL

Collaboration has become a lucrative strategic tool that provides brands with the opportunity to stay relevant and continue attracting their pre-existing and new customers.

Collaborations provide brands with more and more opportunities and it's important for brands to see this as they can grow themselves and others through collaborating.

COLLABORATION AS A BUSINESS TOOL

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COLLABORATION AS A BUSINESS TOOL
NC+A

A LUCRATIVE STRATEGIC
TOOL THAT PROVIDES
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COMMISSION

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Ultimately Collaboration and Commission differ due to the agreed terms upon which the product/service is created.

Commissioned work is stereotypically done via instruction from the buyer, and direction is provided to the artist.

However, this is not the case with all commissions, and in some instances, the creative has full control of the direction of the product/service being created.

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DENOTIVE UNDERSTANDINGS

"the situation of two or more people working together to create or achieve the same thing" - Cambridge English Dictionary

"to work jointly with others or together especially in an intellectual endeavour" - Merriam Webster Dictionary

"the action of working with someone to produce something" - Oxford English Dictionary

Despite being a discursively well-known term, it cannot be codified in identical terms.

The only resounding similarity between each is the notion of co (together) and labour (work); but to what purpose and to whose gain remains un-denoted.

COLLABORATION

UNDERSTANDING

Originally, collaboration was relegated to the space of universities and research, the nature of collaboration has progressed and moulded as connectivity and digitality, as well as world trade networks, have facilitated new ways

REAL LIFE UNDERSTANDING

More equitable approaches to world politics, business and creativity have also ensured that mutual benefit or reward is an important premise for collaboration.

Originally, collaboration was relegated to the space of universities and research, the nature of collaboration has progressed and moulded as connectivity and digitality, as well as world trade networks, have facilitated new ways to connect.

More equitable approaches to world politics, business and creativity have also ensured that mutual benefit or reward is an important premise for collaboration.

The entrance of corporations, brands and organizations can be seen as an important element of a modern business strategy in order to maintain competitive advantage.



**COLLABORATION
CULTURE**



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UNDERSTANDING COLLABORATION

ESTABLISHED FORMS OF COLLABORATION

collaborations are increasingly more creative, because of the
reliance on creatives to drive ideas, brands have historically used
established approaches to connecting with each other and with
consumers.

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ESTABLISHED FORMS OF COLLABORATION

MAIN PILLARS OF COLLABORATION

01. PRODUCT COLLABORATION

Product collaboration is when interested parties join together to create a tangible product together, this is predominately the most noticeable form of collaboration.

02. CROSS-POLLINATION MARKETING

Collaboration Marketing is when two businesses team up and create content or entirely new ways to connect with the brands.

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CONFLICT
(ANTICIPATE
CONFLICT, DEBATE
& CRITICAL
DISCOURSE - HOW
TO MANAGE THIS
IN A MANNER THAT
ALL FEEL
SEEN, HEARD +
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REMEMBERING IT IS
NOT ALL ABOUT YOU
(UNDERSTAND THAT
COLLABORATION
INCLUDES HUMILITY +
THE DENOUNCEMENT OF
EGO IN THE PURSUIT
OF THE COMMON GOAL)

POTENTIAL
PITFALLS

POTENTIAL
PITFALLS

FOR COLLABORATION

BALANCE TALKING +
DOING

(ENSURING - THE
WORKLOAD IS NOT
COMPOUNDED ON
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(WHAT ARE THE
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ABORATING



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Understand
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and fair

Critical
demand

It is fun
teams u
method
soft skill

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A P R O D U C T O F N I C O L A C O O P E R + A S S O C I A T E S

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KEY SKILLS FOR COLLABORATION

KEY VOCABULARY FOR COLLABORATION

Company culture also influences collaboration. Some companies value collaboration and provide training on how to collaborate, while others assume that collaboration will naturally happen

SUPPORT / ASSIST

EMPOWER

TEAMWORK / PARTNERSHIP

INSPIRATION

PROCESS

RESPECT

TRUST

EXCHANGE

COMMUNICATION

SHARE

RECIPROCITY

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MOTIVATION FOR COLLABORATION

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Collaborates allow brands to double their reach, forge new markets and grow their networks, for this reason, collaboration is here to stay and navigating collaboration is key in remaining relevant in an overcrowded market.

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MOTIVES + BENEFITS OF COLLABORATION

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MOTIVES + BENEFITS OF COLLABORATION

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TO MAINTAIN BRAND PRESENCE
IN THE MARKET

TO MAINTAIN BRAND PRESENCE
IN THE MARKET

TO RE-INVIGORATE

BE
PRESENT

AS
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WH



TO WIDEN REACH + CONSUMER
BASE

TO RATE A BRAND



TO WIDEN REACH + CONSUMER
BASE



TO TAP INTO TRENDS + POP CULTURE



**TO COMMUNICATE A SOCIAL/
POLITICAL STANCE**

ALLURE

TO GET NOTICED

ALTER

TO ALTER BRAND PERCEPTION +
PRODUCT USE



TO GET NOTICED



**TO ALTER BRAND PERCEPTION +
PRODUCT USE**



THE IDEAL FUTURE

Collaboration in South Africa is something that can be tapped into on many levels and it is beneficial to invest in as cross-brand collaboration attracts new customers, increases profits, improves both parties image as well as provides other opportunities for new talent to integrate with industry giants who are making waves, locally and globally.

Collaboration is a good tool to use if brands want to attract Millennial and Gen Z customers.

As their consumers value the cross creative nature of collaboration and freedom of creativity that it brings to consumers as individuals but also brands.

Marketing to the Millennial and Gen Z consumer is beneficial as they are the consumers who have the biggest voices to create hype and desirability around products alongside the rate in which they consumer data and products.

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