A Song of Cross-Promotion

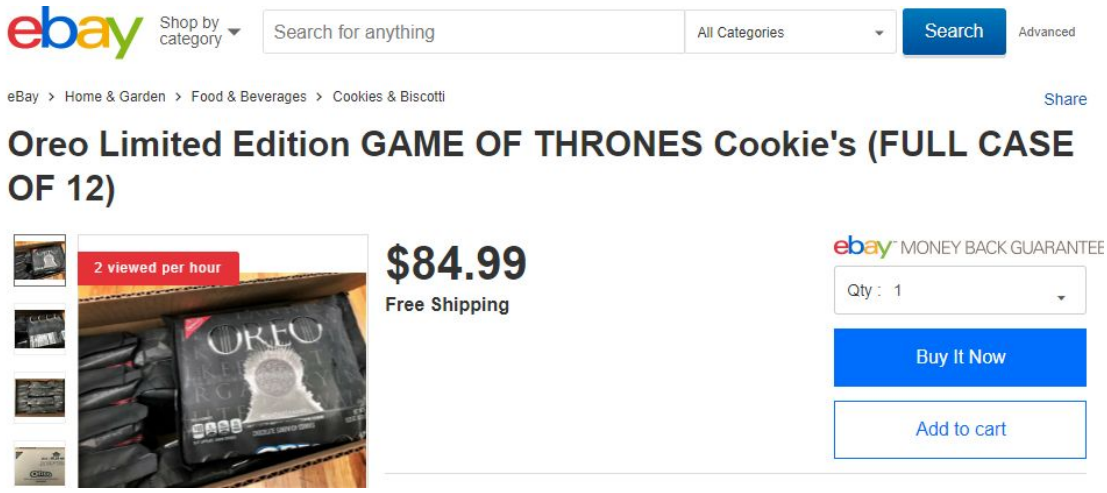
Winter is here. With the final season of Game of Thrones, some interesting joint promotion tie-ins have emerged. When I think Westeros, I don't exactly think about Oreos or makeup, but the latest round of cross-promotional efforts between popular brands and the massive HBO show stretches all the way from Castle Black to Dorne in a variety of tie-ins. Here are some of the most unique marketing ideas connecting Westeros to our realm, and why these ideas worked.

Game of Thrones and Joint Promotion Marketing

Many different brands have jumped on the #ForTheThrone bandwagon, including Oreo, Johnny Walker, Urban Decay, Shake Shack, and Mountain Dew. Ok, so I can see the connection between Mountain Dew and Thrones, but only if the Mountain Dew cans look like The Mountain (it doesn't - missed opportunities, guys). Still, brands have been using a wide variety of marketing services and ideas to connect themselves to the throne.

Game of Thrones and Oreos

Oreo is the brand that seems to have gone full Mad King with its Game of Thrones-themed marketing, sharing a sandwich cookie version of the infamous opening credits on social media and even making a line of Game of Thrones-themed cookies that are going for serious cash online. Ok, not mid-90's Beanie Baby money, but still a high price for Oreos with a normal flavor that are simply stamped with Thrones-themed designs. But hey, that's the way the cookie crumbles, right?



Clearly, Oreo's unique marketing ideas have been working. Our team has been visiting Publix practically daily to try to find the limited-edition cookies to no avail (anybody want to send us a box?). That could be due to weird people who are buying cart-fulls to hawk on eBay, but it's also showing that there's enough of a demand for the Seven Kingdom Sandwich cookies. Time will tell how this works out for Oreo's numbers in the end, just like time will tell who ends up on the Iron Throne.

Game of Thrones and Beer

Last Sunday, I raced to my local Total Wine to try to get my hands on the latest installment of Ommegang's Game of Thrones beers. Did I have any idea what these beers tasted like? Were they even any good? Did I care? Spoiler alert: I did not care about any of this. I just wanted cool-looking beers themed to Game of Thrones.

Marketing in Westeros and Beyond

These cross promotional tie-ins show how important it is to get creative with your marketing techniques. After all, successful marketing that works with trending topics or shows can get more eyes on your brand and help improve your ROI. Brands like Oreo, Ommegang, and others who have jumped on the Thrones bandwagon can enjoy better sales and results from their ventures. Unlike when the Starks left Winterfell, exploring new marketing lands can help your brand.

Our digital marketing experts are pros at helping your brand stand out with creative digital marketing strategies. Ready to reach the rest of the realm with help from our digital marketing services? Send a raven to learn how we can help.