















International Glossary on Marketing Co-operations

Term	Explanation	Translation
Branded entertainment (branded content or advertainment)	Describes the link of a brand with an entertainment program/format (e.g. "presented by") predominantly to increase awareness and to improve the image of a brand among the program's target group	 Formatpräsentation, Markenwerbung in Verbindung mit Unterhaltungsangeboten
Co-advertising	A specific form of co-communication. The term is used when two brands are integrated in one advertising campaign. Integrating a partners' brand in an advertising campaign can facilitate access to specific target groups and strengthen the own brand	 Gemeinsame Werbung
Co-branding (in a broader sense)	Describes a marketing arrangement that associates a single product or service with more than one brand name or otherwise associates a product with someone other than the principal producer. Many companies engage in co-branding opportunities to better address new target groups	 Gemeinsame Markierung/ Markenführung (i.w.S.), Markenkooperation, Markenpartnerschaften
Co-branding (in a limited sense; joint product development)	Describes the joint development and launch of a product or service by two companies under one brand. Many companies develop products jointly to reduce research & development cost by sharing knowledge, resources and marketing budgets	 Gemeinsame Markierung/ Markenführung (i.e.S.)
Co-communication (joint communication)	Describes joint communication activities of two companies (e.g. joint advertising campaigns or joint below-the-line measures). Image transfer is a key driver for companies to integrate a partner in their own communication measures	 Gemeinsame Kommunikation
Co-marketing (marketing co-operation)	Describes joint activities in the area of marketing with the objective to tap the full potential of a market by bundling specific competences or resources	 Marketingkooperation, Kooperationsmarketing



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Co-promotion	A specific form of co-sales. When companies team up to promote products jointly, one refers to a co-promotion. It is a specific form of sales activities. This often includes the use of both partners' distribution and communication channels. In most cases, co-promotion activities are conducted at the point of sale (POS) and/or with promotional staff. Co-promotion can be an effective vehicle to directly address new target groups and to drive sales	 Gemeinsame Vermarktungs-/ Abverkaufsmaßnahmen
Co-sales (sales partnerships)	Describes marketing co-operations that focus on distribution/sales measures. They often include the mutual use of distribution channels to increase sales and to reach new target groups	 Vertriebspartnerschaften
Licensing	Describes the practice of leasing a legally protected property (such as a trademarked or copyrighted name, logo, likeness, character, phrase or design) to another party for use on a product	 Lizenzierung
Product bundling	In order to increase relevance, attractiveness and eventually sales of a product, companies bundle services and products together – not only from their own product range but often with other brands' products – and promote the bundle as a combined offering, either under a new brand or with a co-branding (in a broader sense)	 Produktbündelung
Product placement	Describes the integration of (branded) products or mentioning of brands in films, TV-series, video games etc. in order to raise brand/product awareness and improve image within the program's audience	 Produktplatzierung
Sponsoring	Describes the support of an activity, organization or event either financially or through the provision of products or services to increase the awareness of a brand, to facilitate access to a target group and/or to strengthen brand image	 Sponsoring