

ABSTRACT

XYZ Footwear is a world leader in innovative casual footwear for men, women and children with annual revenues of over \$1 billion. The company offers several different shoe collections with more than 300 four-season footwear styles. XYZ Footwear applies several marketing techniques to reach potential consumers, one of which is through collaboration. Collaboration is a means for XYZ Footwear to gain new affinities and communities and create brand images that are relevant to different segments. This report aims to identify how XYZ Footwear can penetrate consumer affinity and reach new communities through brand collaboration. This report will be useful for companies to see opportunities and build strategies in brand collaboration. This report presents definitions of the main theories and concepts regarding brand collaboration and how this can be related to reaching new communities and affinities, then it is also discussed in the next section regarding the results of research regarding the application of brand collaboration in XYZ Footwear. The findings in this study found that XYZ Footwear still has a lot of room for growth in its brand collaboration and there are still many affinities and communities that have not been reached. In implementing collaboration, it is also important to build a strong brand identity and it is important to stay relevant in reaching these communities.

Keywords: *Brand Collaborations, Consumer Affinity, Community Based Consumer, Footwear Brand.*