



THE COLLAB FILES

-

When worlds collide

The success of unusual cooperations



EVA & JOERG

TEAM COLLAB CULTURE
CEO LITTLE BIG THINGS

CV

- ★ Active in the toy industry since 2004
- ★ 2010: Founded *little big things GmbH*,
an agency for consulting, PR, and product design
(selected clients: Walt Disney, NBCUniversal, WDR, siku, KOSMOS, Bandai Namco, ROFU, Funko, ...)
- ★ Since 2012: Speakers and contributors for industry events and trade publications
(including Spielwarenmesse, Hong Kong Toys & Games Fair, Kind + Jugend, Haptica, BRANDORA, Toys, das spielzeug, ...)
- ★ 2022: Founding & Launch of BRANDmate
- ★ 2025: Launch of Collab Culture

little.
big.
things.

COLLABX
CULTURE

THIS IS COLLAB CULTURE

THE COLLAB CULTURE PHILOSOPHY

- ★ We are industry ambassadors and cultural consultants exploring and shaping the world of collaborations.

Our mission: to understand what makes partnerships between brands, creators, and communities truly work and to help others do the same.
- ★ We analyze, explain, and elevate the collaboration landscape.
- ★ We turn cultural insights into practical tools and strategic opportunities.
- ★ We help companies navigate collaborations — and unlock their cultural and economic potential.
- ★ We post on LinkedIn: <https://www.linkedin.com/company/collabculture>



**COLLAB
CULTURE**

Mangal Döner X LP 10

A partnership based on authenticity & origin



**COLLAB
CULTURE**

NIKE Sponsoring

NIL Athlete 2025: Aaliyah Chavez



**COLLAB
CULTURE**

Van Gogh Museum X LEGO

merges art & social buzz through merch, workshops & installations



**COLLAB
CULTURE**

Hema X Miffy

80 square metre pop-up sales area in Cologne

**COLLAB X
CULTURE**

NETFLIX

**STRANGER
— THINGS —**

×



THE COLLAB FILES

PART ONE: CARE BEARS X STRANGER THINGS

- ★ WHO ARE BOTH COLLAB PARTIES?
- ★ WHAT IS THEIR COMMUNITY?
- ★ HOW DOES THE COLLAB LOOK?
- ★ WHY CAN BOTH BRANDS COOPERATE?
WHY DOES IT WORK?



THE COLLAB FILES

WHO ARE BOTH COLLAB PARTIES?

CARE BEARS

- ★ Originated in 1982, when the characters first appeared on greeting cards before expanding into films, TV series...
- ★ The brand is shaped
- ★ Values: caring, joy, and play
- ★ Care Bears sits at the intersection of mainstream cultural and social capital
- ★ Care Bears is a genuinely multi-generational brand with a focus on emotional connection, rather than age

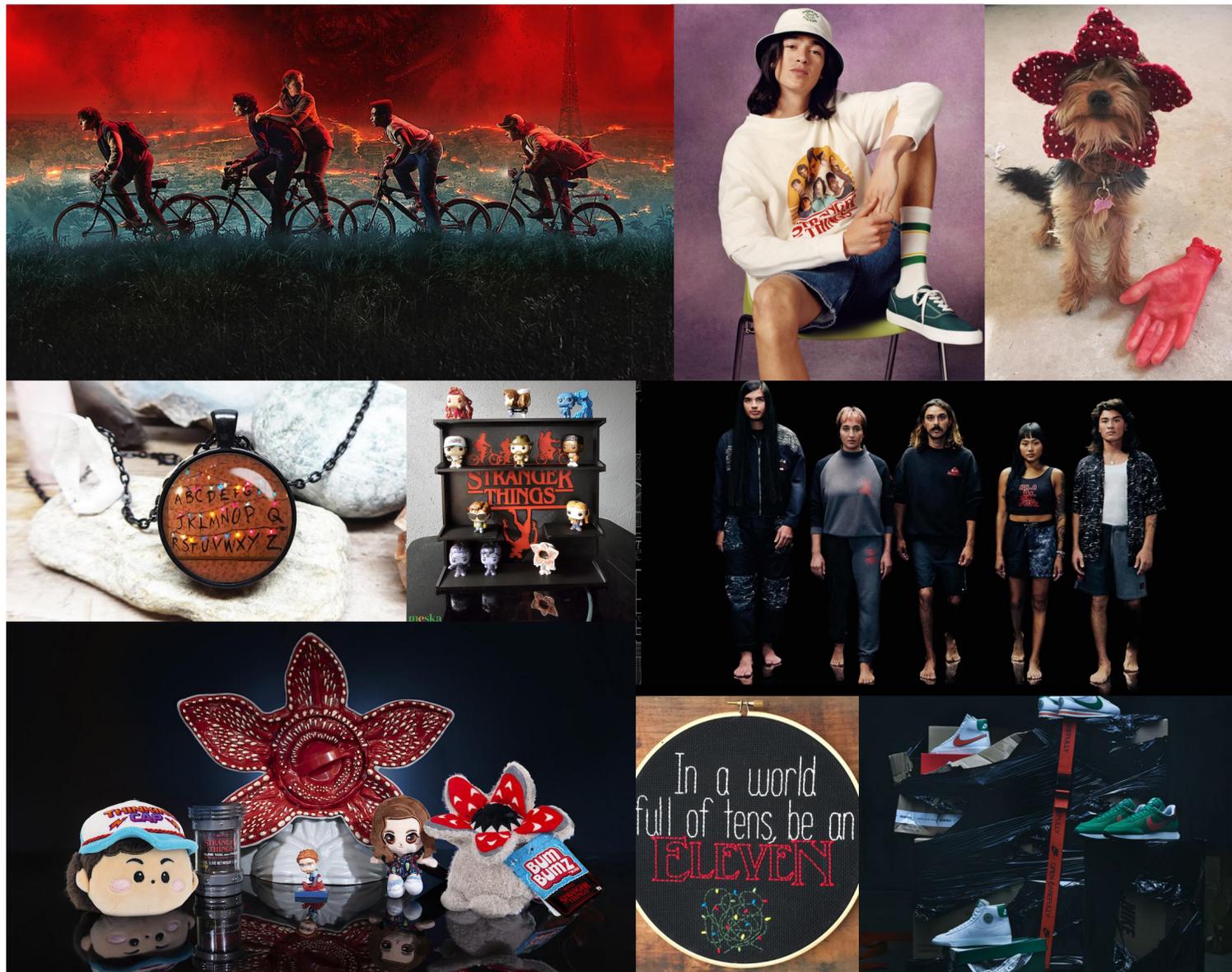


THE COLLAB FILES

WHO ARE BOTH COLLAB PARTIES?

STRANGER THINGS

- ★ Netflix sci-fi mystery series with elements of horror, coming-of-age and nostalgia
- ★ Five seasons since 2016 with over 1.2 billion total views
- ★ Appeals to a pop cultured audience with a strong affinity for 80s nostalgia, emotional storytelling and dark, fantastical aesthetics
- ★ Stranger Things has an extremely committed community

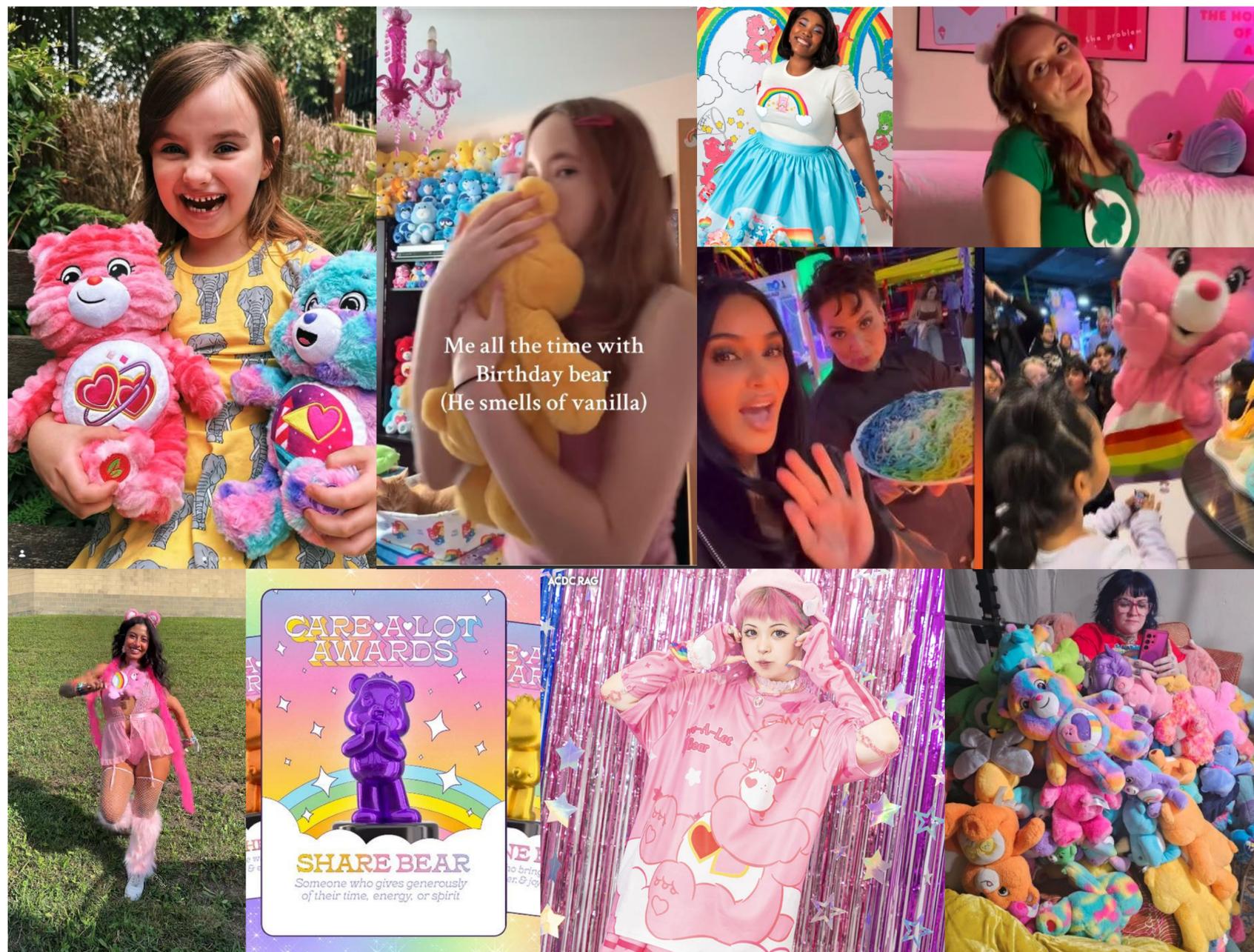


THE COLLAB FILES

WHAT IS THEIR COMMUNITY?



- ★ Over nearly 45 years, the fan community has evolved from children who watched the original shows to a broader mix of kidults, collectors, festival-goers, and gamers
- ★ Fans show their connection
- ★ Fans share the brand's spirit
- ★ Core fans still include people who loved the brand in the 1980s, but there is strong momentum from younger audiences



THE COLLAB FILES

WHAT IS THEIR COMMUNITY?

STRANGER THINGS

- ★ Pop culture fans with strong connections to series and IPs
- ★ Those interested in horror, sci-fi, fantasy and mystery
- ★ Nostalgia-driven viewers with a strong connection to 80s aesthetics
- ★ Cosplay people, convention visitors and online community participants
- ★ Consumers interested in fashion, streetwear and collectibles



THE COLLAB FILES

HOW DOES THE COLLAB LOOK?



THE COLLAB FILES

WHY CAN BOTH BRANDS COOPERATE?

WHY DOES IT WORKS?

- ★ Credibility through contrast
- ★ (Sub-Culture) Community-Fit
- ★ Same Goals
- ★ Same claim to success





*Fully supplied

THE COLLAB FILES

PART TWO: LIDL X ROCK FESTIVALS

- ★ What is LIDL and Rock am Ring / Rock im Park
- ★ What is the cultural background of both collab parties
- ★ What are the KPIs and goals for each party: That's how the collab looks and works
- ★ Why does it work
- ★ What can be your takeaways

THE COLLAB FILES

WHO ARE BOTH COLLAB PARTIES?



- ★ One of Europe's largest discount retailers
- ★ Everyday brand with mass reach and high trust
- ★ Price-driven, pragmatic, highly accessible
- ★ Major employer with strong apprenticeship programs



- ★ Iconic German rock festivals
- ★ Strong youth and subculture credibility
- ★ Emotion-driven, rebellious, experience-led
- ★ Temporary communities with high cultural impact

THE COLLAB FILES

WHAT IS THEIR CULTURAL BACKGROUND?



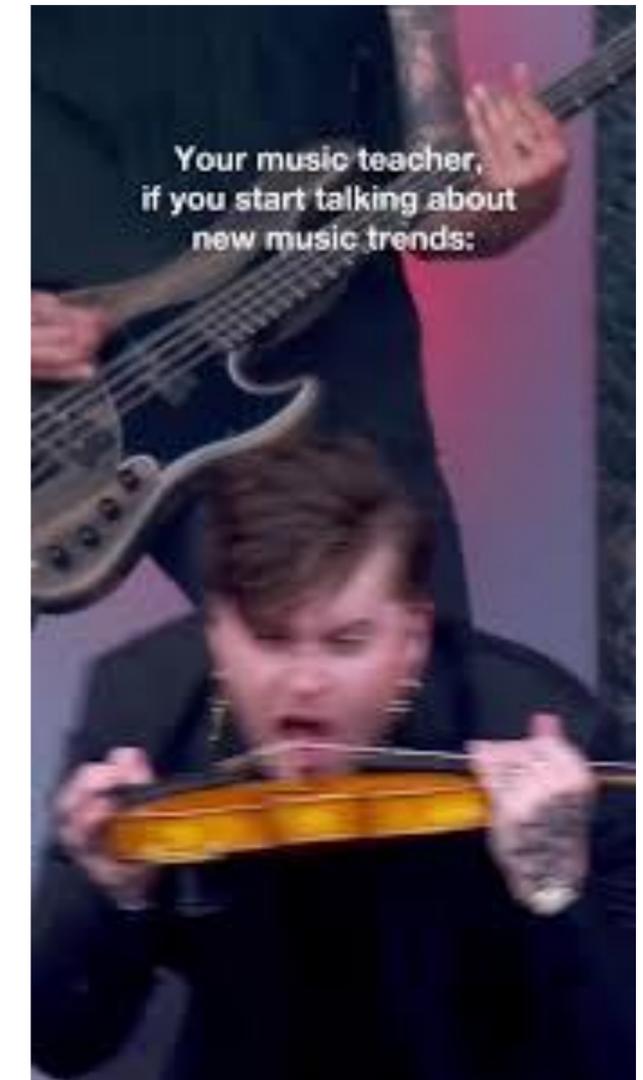
- ★ Rooted in everyday life and practicality
- ★ Culture of efficiency, reliability, and value
- ★ Mass-market mindset, non-elitist by design
- ★ Trust built through consistency, not storytelling



- ★ Originating from rock and counterculture movements
- ★ Built on emotion, identity, and shared experience
- ★ Anti-mainstream attitude with strong community values
- ★ Meaning created through moments, not routines

THE COLLAB FILES

WHAT IS THEIR CULTURAL BACKGROUND?



THE COLLAB FILES

WHY SHOULD THESE TWO COOPERATE?

Real solutions for target group's problems, deep understanding of needs

Cultural coherence, credibility through approach on eye-level

Long-term trust: Continuity turns sponsorship into partnership, visitors count on LIDL

Access to future audience - LIDL reaches young and hard-to-reach audiences

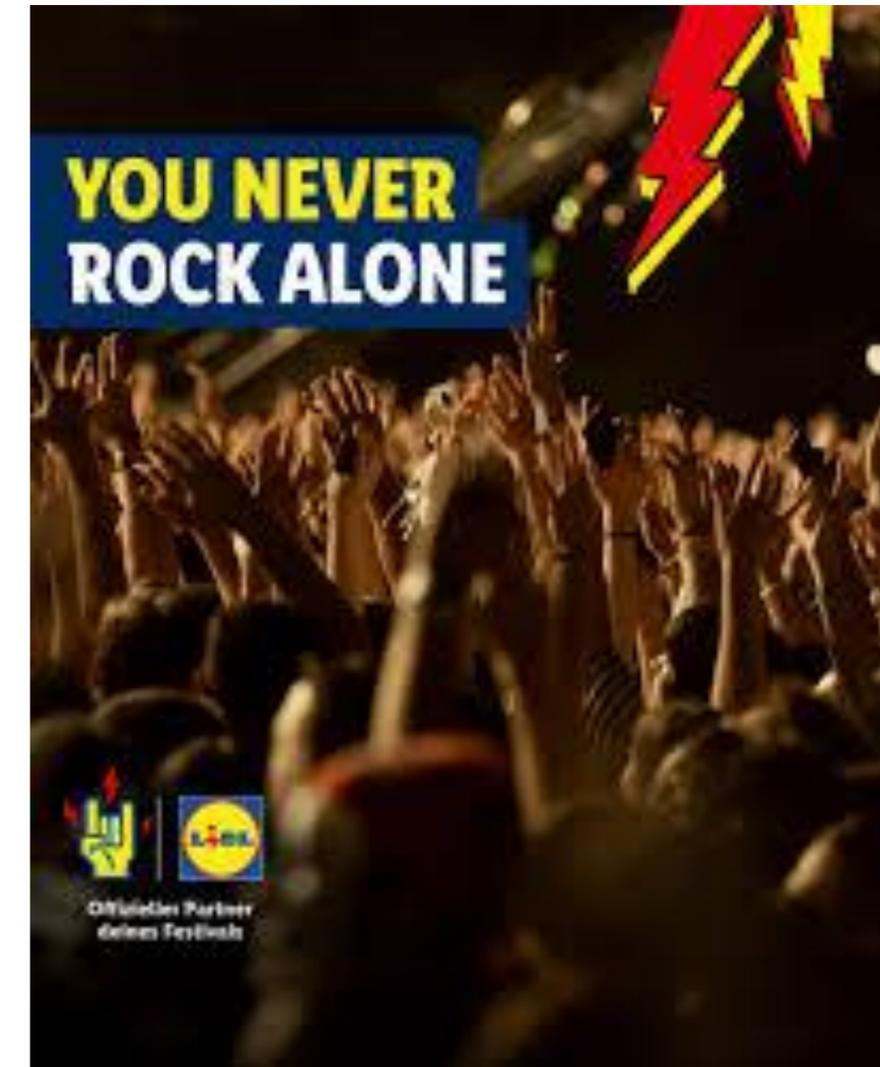
THE COLLAB FILES

HOW DOES THE COLLAB LOOK?



THE COLLAB FILES

HOW DOES THE COLLAB LOOK?



THE COLLAB FILES

HOW DOES THE COLLAB LOOK?





AUSBILDUNGSPROGRAMME, DIE ROCKEN!

Apprenticeships that rock!

DAS LIDL LINE-UP
Grillfleisch · Bier · Kaffee
Frische Brötchen · Obst · Salat
Wasser · Softdrinks · Eistee
Croissants · Smoothies · Chips
Eis · Sandwiches · Milch
Käse · Wurst · Käsegerichte · Joghurt
Pflaumen · Zitrone · Obst · Kaffee
#ausbildungbeiLidl
Jobs.Lidl.de

#TEAM LIDL



#TEAMLIDL

THE COLLAB FILES

HOW DOES THE COLLAB LOOK?

Perhaps the greatest asset of this collaboration:

Almost effortlessly, Lidl recruits its future employees here — emotionally, not formally.



THE COLLAB FILES

WHY DOES IT WORK?

Level 1 (obvious):

Lidl sells groceries at music festivals. - Utility and relevance.

The festivals gain a reliable retail partner that supplies visitors on site.

Level 2 (strategic):

Lidl builds closeness, relevance, and trust. - Positive Brand reappraisal among younger audience.

The festivals improve the overall visitor experience through accessibility, fair pricing, and convenience.

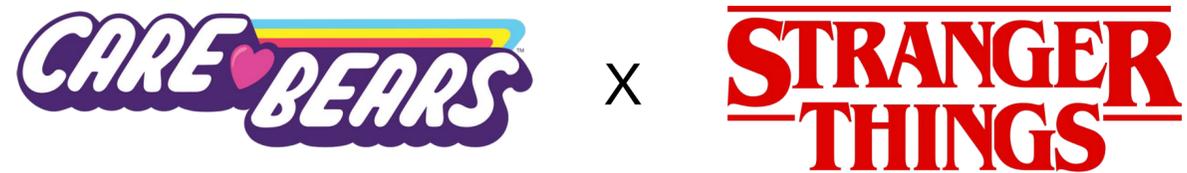
Level 3 (the aha moment):

Almost incidentally, Lidl recruits its future employees. Emotionally, not formally. - Employer branding, recruiting, social visibility.

By partnering with an everyday brand, the festivals anchor themselves more deeply in real life, not just as an escape, but as a relevant part of their audience's world.

THE COLLAB FILES

TWO COLLABS - BIG DIFFERENCES



- ★ (Sub-Culture) Community-Fit for fans and new audiences creates social media buzz, a 'talk of town' effect and sales.
- ★ Credibility through contrast. Stranger Things introduces to Care Bears an unexpected contrast between bright optimism and more complex story settings
- ★ Same Goals: reach new audiences, create cultural buzz and deepen relevance
- ★ Same KPIs, like sales, social reach, earned media, engagement and how long fans continue to talk about the collaboration



@



- ★ Mass reach and high trust
- ★ Strong youth and subculture credibility
- ★ Pragmatic and accessible
- ★ High cultural impact, great employer branding
- ★ Team-Mindset on location as recruiting tool

THE COLLAB FILES

WHAT CAN YOU LEARN FROM THESE COOPERATIONS?

1:

Collabs work when they are useful and/or relevant to your target audience.

2:

Collabs can have very different KPIs – success cannot always be derived from profitability; sometimes social buzz could be the main focus. The KPIs depend on your business goals.

3:

Collabs must resonate and deliver meaningful content.

They must tell a story that the target audience understands and can identify with.

THE COLLAB FILES

IS ANY COLLAB POSSIBLE? - WHO ARE WE TO JUDGE....



Moshpit Bear: Rock am Ring X Care Bears (Gemini AI fiction)

- ★ (Sub-Culture) Community-Fit?
- ★ Relevant reach and high trust?
- ★ Credibility through contrast or shared values?
- ★ Same Goals of both brands?
- ★ Same KPIs ?

CONTACT US

e.stemmer@littlebigthings.de

j.meister@littlebigthings.de

little.
big.
things.

**COLLABX
CULTURE**