**1. Ingredient Co-Branding**

**Intel and Dell**

Both Dell laptops and computers feature Intel processors (the "Intel Inside" brand). Intel has its “processor” which enhances the quality and performance of a Dell product.

Intel's technology is inside Dell's products, meaning the success of the final product depends upon the inclusion of Intel's component.

**Cadbury Dairy Milk & Oreo**

Cadbury Dairy Milk launched a special Cadbury Dairy Milk Oreo bar in Pakistan, containing Oreos inside the chocolate bar.

Oreo acts as a key ingredient in Dairy Milk products and is directly responsible for taste and appeal.

**2. Cooperative Co-Branding**

**Mobilink Jazz & Foodpanda**

Mobilink Jazz (a telecom brand) partnered with Foodpanda to offer exclusive discounts on food delivery for Jazz users. Both brands promote each other on their platforms (Jazz via SMS/app; Foodpanda through banners and offers).

They share the benefits: Jazz develops loyalty with state incentives and Foodpanda gains an increasing number of orders from Jazz users.

**Nike and Apple**

Nike and Apple collaborated to create **Nike+**, a fitness tracker that links Nike shoes with Apple devices like iPhones and Apple Watches.

Apple tech boosts Nike appeal to fitness lovers. Nike stats heavily promoting Apple, leading its users to not only the tracker, but other Apple products as well. Both benefit from the other's brand power and innovation.

**3. Complementary Co-Branding**

**Olper's Milk & Tapal Tea**

Olper's has partnered with Tapal to carry out joint marketing campaigns, particularly during the Ramadan season when both brands suggest that their products can come together to make the perfect cup of tea.

These products are not directly integrated but complement each other, as milk and tea are frequently taken together. This feature adds value to consumers purchasing both.

**GoPro and Red Bull**

In this partnership, GoPro lends cameras to extreme sports events while Red Bull sponsors the events and the athletes.

The two brands complement each other: GoPro captures the action, while Red Bull energizes the athletes. They both elevate the extreme sports experience while appealing to a similar target audience.