

### Inter-Relation Marketing

The inter-relationship between Google and Volvo is very smart and very productive business benefit. The two separate seem silly and not worth the purchase. Google might not have been able to sell any of their cardboard folding VR products without Volvo and vice versa with Volvo's app. Creating their own version of each other's product could have also worked, however the combined ad requires less effort and saves more money. The appeal of both products has also gone up. Allowing the consumers to see both products in action and working well increases the chance of them liking and purchasing the product. The inter-relationship benefits both companies well because a viewer will most likely not purchase one without the other. This way of advertising is also more beneficial to both companies because, not only is Google marketing this ad on their website and wherever else they please, Volvo is doing the same, making it more likely for a consumer to see their ad and be interested without either of the companies spending extra money on advertising. The inter-relationship ad-sharing technique is very creative and works well for most businesses. When finding a way to have a relationship like this, an engineer or merchandiser must either have a product ready and functioning in a way that fits with another merchandiser's product, or they must find a way to create a product to go with another. This can be difficult and not worth some people's time, but for Volvo and Google, they saw it as a good opportunity and worked with what they already knew and had.