

Unconventional Branding Strategy: An Analysis Of Aerostreet's Unique Collaborations From A Creative Marketing Perspective

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Strategi Branding Non-Konvensional: Analisis Kolaborasi Unik Aerostreet dari Perspektif Pemasaran Kreatif

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Abstract

This study explores Aerostreet's creative co-branding strategy through cross-industry collaborations, particularly with food and beverage brands, to strengthen brand identity and enhance consumer engagement. Guided by Keller's (2008) Co-Branding Strategy theory, the research examines brand fit, collaboration appeal, and digital communication strategies. Using a qualitative literature review method, this study synthesizes academic works and credible sources to understand the success factors and challenges of Aerostreet. Key findings highlight Aerostreet's strategic partner selection based on emotional resonance, the use of exclusivity through limited releases, and strong community-based digital engagement. Nevertheless, challenges such as potential brand identity mismatch and speculative pricing were also ob-

served. The study concludes that co-branding if aligned with brand values and communicated effectively, is a powerful tool for local brand development.

Keywords

Co-Branding; Brand fit; Collaboration marketing; Digital engagement; Indonesian local brand

Abstrak

Penelitian ini mengkaji strategi *co-branding* kreatif Aerostreet melalui kolaborasi lintas industri, terutama dengan merek makanan dan minuman, untuk memperkuat identitas merek dan meningkatkan keterlibatan konsumen. Menggunakan teori *Co-Branding Strategy* dari Keller (2008), studi ini menganalisis kesesuaian merek, daya tarik kolaborasi, dan strategi komunikasi digital. Metode yang digunakan adalah tinjauan pustaka kualitatif dengan menelaah literatur akademik dan sumber kredibel. Hasilnya menunjukkan bahwa keberhasilan Aerostreet ditopang oleh pemilihan mitra yang memiliki kedekatan emosional dengan konsumen, strategi eksklusivitas melalui produksi terbatas, serta komunikasi digital berbasis komunitas. Namun, tantangan seperti disonansi identitas merek dan spekulasi harga juga teridentifikasi. Studi ini menyimpulkan bahwa *co-branding* dapat menjadi strategi efektif bagi penguatan merek lokal, selama dikelola dengan kesesuaian nilai dan strategi komunikasi yang tepat.

Kata Kunci

Co-Branding; Brand fit; Collaboration marketing; Digital engagement; Indonesian local brand

Introduction

In an increasingly competitive business landscape, branding strategy plays a crucial role in building a brand's identity and competitiveness. As Indonesia's creative industry continues to grow, various innovative marketing approaches have emerged, including unconventional cross-industry collaboration-based branding strategies. This strategy allows brands to expand their audience reach by associating their products with elements that have a strong emotional appeal to consumers (Navilah et al., 2023). One local brand that has successfully implemented this strategy is Aerostreet, which has collaborated with various brands from sectors unrelated to the fashion industry, such as food and beverages, as well as cartoon characters (Ramadhan, 2024).

Aerostreet's collaborations not only serve as a marketing strategy to increase brand visibility but also as an effort to create added value through brand storytelling. Some of its collaborations, such as with Khong Guan, KitKat, BonCabe, and Swallow, build engaging narratives for the audience, particularly by incorporating elements of nostalgia and exclusivity (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2023). In the context of modern marketing, this strategy is often associated with brand co-creation, where brands not only create products

but also build a deeper consumer experience (Pralhad & Ramaswamy, 2004).

According to Ferdinand Irawan, Hadita, Nyoman Sawitri, and Efendi Silalahi (2024), co-branding has seen significant growth over the past two years, particularly among local brands aiming to strengthen their position in an increasingly competitive market. This strategy enables brands to leverage the brand equity of their partners to broaden their appeal to a wider audience (Waldi et al., 2025). The study also indicates that creativity-based branding strategies, especially those incorporating elements of surprise, have a strong appeal among young consumers who are more responsive to experience-based marketing concepts (Ferdinan Irawan et al., 2024).

However, despite the many advantages of cross-industry collaboration, this strategy also faces challenges in its implementation. Brand fit between two collaborating entities is a crucial factor in determining the success of a co-branding strategy. If there is no clear connection between the primary brand and its collaboration partner, consumers may experience brand dissonance, which could damage the established brand image (Neumeier, 2016). Additionally, Kotler and Keller (2021) emphasize that ineffective communication in collaborations can lead to varying audience perceptions, ultimately hindering the effectiveness of marketing strategies.

Several previous studies have discussed creative branding in various contexts, but few have specifically examined cross-industry collaboration strategies in local brands such as Aerostreet. Kusá (2020) analyzed innovative branding strategies employed in the European fashion industry, with a primary focus on collaborations between fashion brands rather than cross-sector partnerships. Meanwhile, Rahman et al. (2020) investigated the role of creative marketing and innovative branding in attracting customers, particularly through brand engagement; however, they did not specifically explore how this element is utilized in cross-industry co-branding.

Research conducted by Ramadhan (2024) indicates that co-branding can enhance brand appeal, particularly when two collaborating brands possess unique values that complement each other. In Aerostreet's context, this collaboration serves not only as a marketing strategy but also as a means to create a broader consumer experience. Considering the existing challenges and opportunities, this study will explore three key aspects of Aerostreet's co-branding strategy: brand fit (the compatibility of brands in collaboration), collaboration appeal, and the communication strategies used to convey messages to the audience.

To understand the creative branding phenomenon based on collaboration as applied by Aerostreet, this research will utilize Keller's (2008) Co-Branding Strategy theory. This theory emphasizes how two brands can collaborate to create an image and value that is well-received by the market by considering key elements such as brand identity alignment (brand fit), communication strategies, and the emotional appeal of collaboration (Waldi et al., 2025). This theory is relevant in analyzing how Aerostreet leverages the emotional associations of its partner brands to enhance the appeal and exclusivity of its products.

Based on this background, this study aims to answer the following research questions: How does Aerostreet's co-branding strategy create brand fit with its collaboration partners?

What are the key factors that shape the appeal of Aerostreet’s collaborations for consumers? What communication strategies does Aerostreet use to convey its collaboration messages to the audience?

By exploring these three key aspects, this study aims to provide deeper insights into how creative collaboration-based branding strategies can serve as a differentiation tool and a brand equity-building approach for local brands in an increasingly competitive industry. Furthermore, the findings of this research can serve as a reference for other brands looking to adopt co-branding strategies to strengthen their market competitiveness.

Methods

This study employs a communication science approach, particularly within the field of marketing communication, to analyze the co-branding strategy implemented by Aerostreet. Marketing communication plays a pivotal role in shaping consumer perceptions and strengthening brand identity through various strategic channels, particularly digital platforms (Kotler & Keller, 2021). In the context of co-branding, effective communication contributes to brand value creation by linking positive associations from each collaborating partner (Keller, 2008). Therefore, this study focuses on how Aerostreet utilizes communication strategies in co-branding to attract audience attention and enhance market competitiveness.

This research employs a qualitative approach, utilizing a literature review as its primary method. The literature review is employed to explore the phenomenon of collaboration-based branding through an in-depth analysis of theories and empirical studies relevant to marketing communication (Creswell, 2016). This method enables the researcher to synthesize various scholarly perspectives on co-branding, particularly about brand fit, collaboration appeal, and digital communication strategies. Furthermore, it facilitates the identification of emerging thematic patterns in creative branding practices, particularly within the local fashion industry in Indonesia.

The subject of this research is the co-branding strategy employed by Aerostreet in its cross-industry collaborations with brands from unrelated sectors, including food, beverages, and entertainment. The object of this study is the communication aspect of Aerostreet’s branding efforts—specifically, how collaboration messages are conveyed to audiences and how these contribute to the formation of brand equity. In this context, digital marketing is viewed as a strategic tool to foster engagement and enhance the consumer experience (Filieri & Acikgoz, 2020).

The data in this study are derived entirely from secondary sources, including scientific journals, academic books, industry reports, and publications from company websites and government institutions. To maintain the relevance and credibility of the findings, the sources were limited to works published between 2022 and 2024, reflecting current academic discourse and practical developments in branding (Bowen, 2009). The types of data collected include

conceptual frameworks, theoretical models, and empirical case studies focusing on co-branding, digital engagement, and creative marketing communication.

Literature was collected through a systematic search of major academic databases, including Scopus, ScienceDirect, Google Scholar, and Garuda, with an emphasis on peer-reviewed articles and indexed publications. Selection criteria included relevance to the research objectives, recency of publication, and academic credibility. The collected literature was then organized according to three primary themes derived from the research questions: brand fit, collaboration appeal, and communication strategy.

The data analysis process employed qualitative content analysis to identify recurring patterns, concepts, and theoretical constructs within the selected sources (Krippendorff, 2018). It involved thematic coding, categorization, and comparative analysis across the literature to highlight similarities, differences, and notable trends related to Aerostreet's co-branding strategies. By comparing scholarly interpretations and empirical observations, the study aims to identify key factors that influence the effectiveness of local brand collaborations.

To ensure the validity and reliability of the findings, this research employs source triangulation, wherein information is cross-verified through multiple types of credible sources, including academic journals, institutional reports, and expert-authored books (Patton, 2015). Priority was given to literature with a strong theoretical foundation and a high citation impact. This process strengthens the rigor of the study and supports its contribution to understanding co-branding communication in the Indonesian context.

Result And Discussion

Brand fit

Branding in the context of marketing communication has undergone a paradigm shift, moving from conventional product-centric approaches toward more interactive and experience-based models. One of the key developments in this transformation is co-branding—where two or more brands collaborate to create mutually beneficial added value (Keller, 2008). In this study, Aerostreet's co-branding strategy is analyzed through the lens of brand fit, which reflects the alignment between Aerostreet's identity as a local footwear brand and its diverse collaboration partners, including those from food and beverage sectors (Navilah et al., 2023).

Aerostreet adopts an unconventional collaboration strategy within the fashion industry by partnering with brands that hold strong historical and cultural significance in the collective memory of society. The selection of collaboration partners, such as Khong Guan and KitKat, is not solely based on product compatibility but rather on the emotional appeal these brands hold in the context of the consumer experience (Ramadhan, 2024). A government report also highlights that nostalgia plays a crucial role in shaping brand affinity, as collaborations that evoke familiar memories tend to create stronger emotional connections with consumers (Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2023).

The strength of brand fit in Aerostreet's collaborations is evident in the deliberate visual and symbolic integration across product design. One of the clearest examples is the Aerostreet x Khong Guan collaboration, launched on April 13, 2023. The collaboration featured a shoe box that visually referenced the iconic red-and-white tin biscuit packaging familiar to many Indonesian households. This design choice was not only a tribute to a beloved brand but also a strategic move to evoke collective nostalgia. Aerostreet successfully amplified the campaign through Instagram, generating substantial user engagement and brand recall (see Figure 1). The use of visual storytelling, in this case, highlights the emotional leverage of symbolic alignment in cross-sector co-branding efforts.



Figure 1: Aerostreet x Khong Guan Biscuits Collaboration

Source: Aerostreet. (2023, April 13). Instagram post. Retrieved from <https://www.instagram.com/p/Cq9rwvHS4Fa/>

Another example of Aerostreet's visual branding strategy is the Aerostreet x BonCabe collaboration. This collection drew from BonCabe's recognizable identity as a popular chili powder brand, incorporating bold red tones and visual heat-level markers into the footwear design. These elements appealed strongly to youth subcultures that associate spice with rebellion, energy, and street style. Aerostreet utilized this partnership to strike a balance between cultural edginess and everyday familiarity. The product design not only embodied the spirit of the condiment but also conveyed it in a fashion language relevant to the target demographic. As with other releases, the campaign was heavily driven by social media visuals and viral user interaction (see Figure 2).



Figure 2: Aerostreet x BonCabe Limited Edition Sneakers

Source: Aerostreet. (2023). Instagram post. Accessed February 12, 2025, from <https://www.instagram.com/aerostreet/>

The third notable case is the Aerostreet x KitKat collaboration, which was released on January 30, 2023, ahead of Valentine’s Day. This special edition footwear integrated KitKat’s signature color palette—deep red and chocolate tones -- into the design, along with romantic messaging that echoed the holiday’s themes (ANTARA, 2023). Aerostreet positioned the release as both a gift item and a statement of brand fusion between snack culture and urban fashion. The timing of the launch enhanced its emotional appeal, as it aligned with consumers’ seasonal sentiments. The product line was promoted through digital storytelling and influencer collaborations, emphasizing the playful yet affectionate tone of the campaign (see Figure 3). Overall, the use of seasonal and emotional triggers in this collaboration demonstrates Aerostreet’s sensitivity to timing and thematic coherence in brand fit.



Figure 3. KitKat x Aerostreet Valentine Special Edition

Source: ANTARA. (2023, January 30). Retrieved February 14, 2025, from <https://www.antaraneews.com/berita/3371047/kitkat-gaet-aerostreet-rilis-sepatu-edisi-khusus-sambut-valentine>

However, the success of brand fit in co-branding is not solely determined by visual alignment but also by the consumer's perception of the relevance between the two collaborating brands. In Aerostreet's case, cross-sector collaboration presents a challenge in establishing a clear connection between footwear products and food or beverage brands (Utami & Mukhtar, 2024). Some critiques within brand positioning theory argue that when two brands with significantly different product categories collaborate, there is a risk of brand dissonance, which may create confusion regarding the primary brand identity (Neumeier, 2016).

The success of Aerostreet's brand fit is also influenced by the rarity scarcity strategy, where limited production of collaborative products is deliberately implemented to create a sense of exclusivity. According to Huang et al. (2020), scarcity in products can enhance perceived value and trigger a psychological effect known as fear of missing out (FOMO), which encourages consumers to make immediate purchases to avoid losing the opportunity to own exclusive items. This strategy aligns with the concept of loss aversion in consumer decision-making, which suggests that individuals tend to weigh potential losses more heavily than equivalent gains when evaluating product offers. Recent studies confirm that this psychological bias remains significant in scarcity-based marketing contexts (Sharma et al., 2021).

However, scarcity strategies also present certain challenges. Price speculation by resellers has become a notable issue in exclusivity-based marketing strategies, where secondary market prices surge due to high demand (Beverland, 2022). While this phenomenon reflects market appeal, Aerostreet must consider the long-term impact on consumer loyalty. A study by Walidi et al. (2025) suggests that when consumers feel pressured by limited product availability, they may experience frustration, which can ultimately harm the brand's reputation and reduce their intention to make repeat purchases.

From the perspective of strategic marketing communication theory, Aerostreet's co-branding strategy also demonstrates how social media is leveraged as a primary tool in building anticipation and creating buzz before product launches. Through platforms such as Instagram, TikTok, and Shopee Live, Aerostreet effectively fosters direct audience interaction and enhances consumer engagement in its collaboration campaigns (Walidi et al., 2025). This approach aligns with the engagement marketing model, which emphasizes that branding success in the digital era is not only reliant on media exposure but also on the active participation of the audience in the brand communication process (Drummond et al., 2020).

The findings of this study indicate that Aerostreet's brand fit strategy in co-branding involves a combination of several key factors: the selection of partners with strong emotional appeal, the integration of visual identity alignment, the use of scarcity strategy, and effective digital marketing communication. The success of this strategy is not only reflected in the appeal of collaborative products but also in how Aerostreet builds consumer engagement and anticipation through carefully designed communication strategies.

From an academic perspective, these findings reinforce the argument that successful co-

branding is not solely based on product synergy but also on how emotional connections, perceived exclusivity, and communication strategies shape consumer perceptions of the brand. Therefore, this research contributes to a deeper understanding of how local brands can effectively utilize co-branding strategies to strengthen their market positioning in an increasingly competitive industry.

Consumer appeal

In strategic marketing, collaboration appeal serves not merely as a visual attraction but as a critical lever that activates consumer interest, constructs symbolic meaning, and differentiates a brand in saturated markets. Keller (2008) emphasizes that brand partnerships must deliver not just added value but also emotional resonance to trigger consumer attachment. Aerostreet's collaboration strategy demonstrates a deliberate use of cross-sector partnerships as a disruption tactic to create novelty and anticipation. By integrating brands from outside the fashion category—such as food and beverage—Aerostreet reframes the boundaries of co-branding and expands its narrative into culturally embedded experiences (Navilah et al., 2023). This approach transforms the product from a functional item into a medium for expressing identity and evoking emotional recall.

A core driver of Aerostreet's collaboration appeal lies in its differentiation logic, which goes beyond commercial compatibility toward affective significance. The partnership with Khong Guan is not solely aimed at accessing new market segments; it also symbolically leverages intergenerational nostalgia, evoking embedded memories of family, simplicity, and national identity (Ramadhan, 2024). As highlighted by the Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia (2023), nostalgia-based branding transforms brand appeal into a form of cultural storytelling, redefining the brand not only as a fashion entity but also as a mnemonic artifact. This emotional layering serves as a semiotic shortcut, instantly binding the product to consumer memory and bypassing rational considerations, thereby stimulating impulse-based purchase behavior.

Beyond emotional evocation, exclusivity operates as a psychological accelerator, translating scarcity into desirability. Limited production runs, such as the Aerostreet x KitKat release of only 1,402 pairs, engineer consumer urgency and elevate product prestige (Ferdinan Irawan et al., 2024). This mechanism activates Brehm's (1966) psychological reactance theory, where restricted access intensifies motivation, particularly among consumers who perceive scarcity as a risk of loss. Huang et al. (2020) further explain that scarcity signals uniqueness, inviting consumers to engage in competitive acquisition behaviors that affirm their status as trendsetters or insiders. Thus, scarcity is not incidental but an orchestrated affective cue to heighten perceived value.

The visual grammar of Aerostreet's collaborations also reinforces appeal through aesthetic recontextualization rather than mere replication. In the BonCabe collection, design

elements such as heat-level icons and fiery red hues are not simply lifted from the condiment's packaging—they are reinterpreted to align with fashion sensibilities and urban youth culture (Ferdinan Irawan et al., 2024). It supports Hultén et al.'s (2019) view that sensory branding must be immersive and associative, triggering emotional and symbolic associations that anchor the product within a consumer's lifestyle. Such curatorial precision differentiates Aerostreet not just in its partner choices but in its narrative delivery and product semiotics.

Moreover, anticipatory marketing plays a strategic role in constructing the collaboration's symbolic economy. Prior to release, Aerostreet engineers digital buzz through teaser content, interactive polls, and micro-storytelling, transforming product launches into participatory events (Fahreza et al., 2025). It is exemplified in the Swallow collaboration, where engagement peaked weeks before the product's availability, proving that consumer enthusiasm can be manufactured through a controlled narrative buildup. Waldi et al. (2025) highlight that such tactics shift consumer behavior from passive reception to active anticipation, increasing emotional investment and brand salience.

Equally important is Aerostreet's embrace of co-creation, where the boundary between producer and consumer is intentionally blurred. Consumers do not merely receive the product—they help shape its meaning through content sharing, unboxing rituals, and aesthetic reinterpretation online (Waldi et al., 2025). Prahalad and Ramaswamy (2004) argue that this participatory culture strengthens brand loyalty by embedding the consumer within the brand's evolution. By inviting audience feedback and engagement throughout the product lifecycle, Aerostreet fosters a brand ecosystem where consumers function as co-authors of its cultural capital.

Nevertheless, this appeal is not without potential risks. A growing concern is the overshadowing effect, where collaborative releases gain more attention and brand equity than the core product lines. Neumeier (2016) warns that without strategic coherence, short-term hype can dilute long-term brand clarity. To avoid brand fragmentation, Aerostreet must align each partnership with its core narrative and ensure that collaborations enhance, rather than substitute, its foundational identity.

In summary, Aerostreet's consumer appeal is not a product of trend-following but rather of deliberate experiential engineering. By activating emotional memory (nostalgia), leveraging social psychology (scarcity), employing symbolic aesthetics (visual reinterpretation), and fostering participatory culture (co-creation), Aerostreet transcends transactional branding. Its strategy exemplifies how consumer appeal, when strategically curated, becomes a long-term asset that builds emotional equity and sustains brand relevance in a hypercompetitive market.

Communication strategies

In contemporary branding, communication is no longer a supplementary tool but a strategic engine that shapes how collaborations are perceived and internalized by the public. Within

creative co-branding efforts, communication must bridge disparate brand identities while creating a cohesive, emotionally resonant narrative (Keller, 2008). Aerostreet has adopted an integrated communication strategy that transforms message delivery into an experience design, rather than merely announcing products, the brand crafts multilayered interactions that activate curiosity, participation, and emotional attachment. This shift from transmission to engagement signifies a deeper orientation toward building immersive brand moments that go beyond awareness metrics.

A fundamental pillar of Aerostreet's strategy is its anticipatory use of digital platforms as pre-launch engagement tools. Social media platforms such as Instagram, TikTok, and Shopee Live are not used passively—they are engineered as dynamic stages for building narrative tension and participatory excitement. In the Aerostreet x KitKat campaign, teaser content and behind-the-scenes previews were used to generate user speculation, reinforcing exclusivity and emotional investment before product availability (Kompas.com, 2023). Irawan et al. (2024) describe this as a feedback-driven loop where audience response helps shape campaign momentum. In this sense, Aerostreet is not simply broadcasting messages—it is co-creating a storyline in which the consumer is both spectator and participant.

Equally central is storytelling, which Aerostreet uses to humanize and historicize the collaborative product. It is particularly significant in cases like the Khong Guan collaboration, where emotional memory and cultural identity intersect. Rather than focusing on functional features, the campaign narrative highlighted Khong Guan's role in Indonesian familial life, positioning the product as a symbol of generational continuity (Ramadhan, 2024). Beverland (2022) emphasizes that such symbolic storytelling transforms branding into myth-making—embedding products within cultural scripts that carry emotional resonance. Aerostreet's strength lies in its ability to fuse brand meaning with consumer sentiment, thus reinforcing relevance through cultural anchoring.

Beyond brand-originated narratives, Aerostreet activates user-generated content (UGC) as a strategic amplification mechanism. It shifts the role of communication from centralized control to decentralized co-creation, where consumers become message carriers. In the Aerostreet x Swallow campaign, consumer posts not only extended the reach of official content but added layers of authenticity and social proof (Ferdinan Irawan et al., 2024). According to co-creation theory (Prahalad & Ramaswamy, 2004), when consumers take ownership of the narrative, their affective bond with the brand intensifies. Aerostreet's approach validates that strategic user-generated content (UGC) is not a trend—it is a core tenet of postmodern branding.

In advancing this participatory model, Aerostreet also deploys a community-based communication structure. Digital spaces, such as Discord and Facebook Groups, are not used solely for product announcements but also as living forums for dialogue, co-design, and feedback loops (Waldi et al., 2025). It aligns with relationship marketing theory, which frames branding as a process of mutual value exchange over time (Neumeier, 2016). Aerostreet's

facilitation of these spaces represents a commitment to horizontal communication, where value is not dictated top-down but negotiated through community interaction. Such practices embed the brand within consumer culture, transforming audiences into loyal stakeholders.

However, this openness comes with vulnerabilities. In a landscape driven by decentralized communication, message distortion, and backlash are ever-present risks. Hultén et al. (2019) warn that when expectations generated by viral hype are not met, consumer disappointment can trigger reputational damage. Without a robust crisis communication protocol, the brand's core identity may be diluted by user narratives that deviate from strategic intent. Aerostreet must, therefore, balance empowerment with editorial oversight, ensuring that consumer freedom enhances—rather than undermines—the coherence of brand messaging.

In conclusion, Aerostreet's communication strategy can be best understood as a constellation of orchestrated interactions across various media, community, and emotional touchpoints. It leverages digital anticipation, symbolic storytelling, participatory content, and community engagement to convert communication into a relational asset. This approach affirms that in modern branding, message delivery is not about dissemination but about orchestration -- curating experiences that invite the audience to feel, respond, and ultimately belong.

Conclusion

The findings of this study indicate that Aerostreet's co-branding strategy involves a combination of partner selection based on emotional consumer connection, the implementation of exclusivity through limited production, and interactive, community-driven digital communication strategies. In response to the research questions, the findings demonstrate that: (1) Aerostreet creates brand fit through emotional partner selection and coherent visual-narrative integration; (2) collaboration appeal is formed through nostalgia, scarcity, and aesthetic uniqueness; and (3) communication strategies emphasize digital storytelling, user engagement, and community-driven marketing.


Brand fit plays a crucial role in ensuring alignment between Aerostreet and its collaboration partners, where visual and narrative elements are utilized to enhance brand cohesion in the eyes of the audience. The collaboration appeal is further strengthened by the nostalgic value associated with certain partners, creating an emotional connection that fosters consumer attachment to the co-branded products. The exclusivity strategy, applied through limited editions, enhances perceived scarcity, which in turn accelerates purchase decisions and boosts product appeal in the market. Additionally, digital marketing communication, optimized through social media and user-generated content, enables consumers to engage in shaping the brand's image organically. However, this strategy also presents several challenges, including the risk of brand identity dissonance due to differences between Aerostreet's sector and that of its partners. These price speculation risks may reduce customer loyalty and difficulties in managing audience expectations when the final co-branded product does not fully align with the marketing narrative.

The implications of these findings provide insights for the marketing and brand communication industry, particularly for local brands seeking to expand their appeal through cross-sector collaborations. This study reinforces the idea that co-branding success is not solely determined by product compatibility but also by how brands manage emotional experiences and consumer expectations within the increasingly dynamic digital ecosystem. Furthermore, Aerostreet's engagement marketing strategy underscores the increasing importance of two-way interactions between brands and consumers in fostering loyalty and shaping a lasting impact on brand perception. As a result, these findings can serve as a reference for other local brands seeking to leverage co-branding strategies to strengthen their identity, enhance competitiveness, and foster a more robust customer community.

Based on these findings, several recommendations can be considered by Aerostreet and other brands adopting similar strategies. First, to ensure the sustainability of co-branding initiatives, brands must be more selective in choosing partners, taking into account brand value relevance, target market alignment, and the potential for long-term collaboration. Second, to mitigate price speculation risks resulting from scarcity strategies, brands can implement more controlled purchasing mechanisms, such as pre-order systems or fairer distribution methods, ensuring that products reach consumers who genuinely desire them rather than speculative resellers. Third, in managing consumer expectations, brands should adopt transparent and realistic communication strategies, ensuring that marketing narratives accurately reflect the co-branded products, thus avoiding potential disappointment due to discrepancies between marketing messages and actual user experience. Finally, to maintain competitiveness and relevance in the market, Aerostreet could explore diversification strategies by expanding its collaboration concepts into other industries, such as technology or entertainment, thereby offering consumers a broader and more engaging brand experience across various market segments.

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