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Featured Article

## The Power of Partnership Thinking

If you're interested in what makes people, companies, artists, or brands successful, you can't help noticing the "x" factor, sometimes turned on its side as the "+" factor.

[Converse x John Varvatos](#), [Kanye x Bon Iver](#), or [Nike +](#). Take your pick.

Whatever the symbol's orientation, "x" and "+" are the new marks of collaboration. Additive or even multiplying power comes from these partnerships.

The late [Alex Calderwood](#), creative brainchild of Ace Hotels, once remarked that "great collaboration occurs at that nexus of unforeseen possibilities and positive friction." But, importantly, he added: "Grace, openness and honesty can achieve extraordinary results."

True that, sir. Just look at the examples all around us.

[Apple x IBM](#) in healthcare. Pharma/science artiste [Damian Hirst x Alexander McQueen](#) for radical scarf art. Fashion magnate [Tory Burch x Fitbit](#) for stylish health tracking. [Google x Luxottica](#)...and maybe Glass will finally take off? And [Spotify x Uber](#) for the greatest hack of all time, listening to your rented jams from your rented ride.

Partnership is trending now, and you can see it happening in our agency—to great effect.

The most literal example is HealthWork, which has grown from a casual lunch-date idea into an award-winning DTC powerhouse, thanks to the [BBDO + CDM](#) mash-up. Put great consumer and healthcare minds in one room and sparks will fly. The "[No Such Thing as a Little Flu](#)" campaign—now in its fifth year—is testament to that.

Then there's our incredible Biogen MS work, which is a CDMNY x CDMi jam. Both parties—and the work—is stronger from the sharing, learning, and joint work on brands that collectively serve the [MS patient community](#).

Recently, one of our Pfizer Oncology teams invited a sibling DAS company, [maslansky+partners](#) (it even has its own "+"), to develop a new language and lexicon for the RCC space. Word has it that the partnership has been highly successful.

CDMNY, sensing a need, recently introduced Takeda Oncology to several PR partners. Now Ketchum has a place at the table, and is helping our shared clients tell their remarkable story.

Each one of these "x-amples" has been powered by the "positive friction" that happens when you invite an interesting partner to your table—without knowing exactly how the meal will turn out.

All of these partnerships have been led by people with Calderwood's "grace, openness and honesty" (and a few more values of our own).

The future belongs to partnership thinking. But it's powered by people who have the courage and confidence to embrace it.

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# WHAT'S TRENDING!

## DECEMBER 2015

### TIME'S TOP 5 INVENTIONS OF 2015

**1. Nima Sensor:** Nima is a portable sensor that tests liquid and solid foods for the presence of gluten. If it detects any, it displays a frown emoticon. Conversely, it displays a smile if the item is gluten-free. Results can be shared with the Nima app.



**2. Here Active Listening:** While listening devices tend to be geared toward those who are hard of hearing, the Here Active Listening device is for people with good hearing who want to block out certain noises around them. The device consists of two wireless ear buds synced with a smartphone app that allows users to adjust the volume, EQ, and effects of the world around them.

**3. Sproutling Baby Monitor:** The Sproutling baby monitor is a Fitbit-like device that keeps parents up to date on a baby's temperature, heart rate, and position. If something is not right, mobile app notifications immediately alert the parents. Further, the device, which is strapped to the baby's ankle, "learns" what is normal for the baby and can even let caregivers know when a baby might be waking up from a nap.



#### 4. Juno Desktop DNA Lab:

Whereas comparing DNA strains generally requires millions of copies and can take up to a full day to see results, Juno is aiming to reduce that time to 3 hours, and with DNA sample sizes that are 1000 times smaller than a drop of water.



**5. Eko Core Smart Stethoscope:** Eko Core attaches to a regular stethoscope, amplifies sounds, and streams them to an app on the user's smartphone. Once transmitted to the app, doctors are able to record, save, and share patient heart sounds.



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