Illustrative example. Fictional brands, people and figures, made to show layout only.

5CTA2035 CONCEPT TO CUSTOMER · ASSIGNMENT 1 · THE CROSS-INDUSTRY COLLABORATION

HALDEN x NORTHLINE
The Route Shell

> A packable rain shell for people who ride the city every day, printed with the cycle network's own route map in reflective ink.





Mood, refined render and material detail. AI-assisted visualisation, gpt-image-1.5, 25 Oct 2026

FASHION PARTNER

HALDEN, a small Leeds outerwear label known for city rainwear (fictional).

NON-FASHION PARTNER

Northline, a not-for-profit cycle network and bike share in Greater Manchester (fictional).

HERO PRODUCT

Route Shell: waterproof shell, reflective route-map back print, co-branded badge, dock-key sleeve pocket.

CONTENTS

1 Strategic rationale · 2 Product ideation · 3 Hype asset suite · 4 Influencer seeding · References

Student name and number · Example only

AI-assisted visualisation, gpt-image-1.5, 25 Oct 2026

SECTION 1 · STRATEGIC RATIONALE

Why HALDEN and Northline belong together in 2026

Brief: justify the partnership; why these brands belong together in 2026; link to cultural trends and brand equity theory from trusted sources. About 500 words.

01 The partnership

HALDEN makes considered city rainwear; Northline runs the docks, bikes and routes that thousands of commuters use daily. Together they launch one hero product, the Route Shell, which turns Northline's route map into a reflective back print on a HALDEN shell. The jacket is not merchandise: it solves a problem both brands already own, getting across a wet, dark city on two wheels.

02 Why 2026

BoF and McKinsey & Company (2025) describe wellbeing as now central to how consumers live, and expect a flat, highly competitive market in 2026 where brands must differentiate. In the same report, 51 percent of consumers name quality as the key driver of high-end brand perception and 47 percent name a strong brand story. A useful, well-made product with a real civic story speaks to both.

Cycling distance in England rose to an average of 53 miles per person in 2024, up 12 percent on 2023, and safer roads was the most chosen answer when people were asked what would make them cycle more (Department for Transport, 2025). Visibility is a live, everyday need.

03 Brand equity theory

Keller (1993) locates brand equity in consumer knowledge: awareness plus associations that are strong, favourable and unique. HALDEN brings design and craft associations; Northline brings civic purpose, daily use and local pride (Aaker, 1991). Simonin and Ruth (1998) show that attitudes to an alliance depend on attitudes to each partner and on perceived product and brand fit, and that the less familiar partner gains the most spillover. As the smaller name, HALDEN stands to gain most, while Washburn, Till and Priluck (2000) suggest co-branding can still strengthen both partners.

04 Audience

Urban commuters aged roughly 22 to 38 who ride at least weekly, care how they look on arrival and distrust loud sportswear. They already meet Northline daily through its app and docks, and meet HALDEN through stockists and Instagram. The collaboration gives HALDEN a reason to be in their daily routine, and gives Northline a product people choose to wear rather than a free tote.

05 Fit and risk

Product fit is high: a rain shell is used on the bike. Image fit is high: both are northern, practical and community minded. Risks: it could read as council merchandise, so the design leads with HALDEN's cut and fabric; reflective performance must be independently tested before any safety claim is made; all creator content must be labelled as advertising where there is a commercial relationship (ASA, 2026).

06 So what

One product, one story: ride the map. HALDEN gains reach and everyday relevance through Northline's members; Northline gains a desirable symbol that makes cycling look like a style choice, not a sacrifice. Success would be measured by sell-through of the first drop, new Northline sign-ups using the launch code, and saves and shares on the reveal carousel.

About 500 words across six sections. Harvard citations in text, full list on page 8.

From AI mood to a refined hero render

Brief: 3 to 5 iterations of the Hero Product with annotation and citations. **AI intervention:** generative AI for the initial concept and mood.



AI-assisted visualisation, gpt-image-1.5, 25 Oct 2026

Concept and mood

WHAT	Mood board of wet streets, bike light trails, route maps, forest green and ochre swatches.
WHY	To fix the world of the product before drawing it: night, rain, the network as a graphic.
TOOL, DATE	gpt-image-1.5 (OpenAI Images API), text prompt only, 25 Oct 2026.
SOURCE	Prompt written from Section 1: wellbeing and everyday cycling (BoF and McKinsey & Company, 2025; Department for Transport, 2025).



AI-assisted visualisation, gpt-image-1.5, 25 Oct 2026

AI concept sketch

CHANGED	Mood turned into a garment: hooded shell, back print, ochre zip garage.
WHY	Test whether the route map reads as a print at jacket scale.
TOOL, DATE	gpt-image-1.5, marker sketch prompt, 25 Oct 2026.
SOURCE	Brand fit logic (Simonin and Ruth, 1998).



AI-assisted visualisation, gpt-image-1.5, 25 Oct 2026

AI refined render

CHANGED	Ghost mannequin, true proportions, print simplified to fewer, bolder lines.
WHY	Busy print looked like a souvenir; HALDEN's clean cut must lead (risk, Section 1).
TOOL, DATE	gpt-image-1.5, same base prompt, 25 Oct 2026.
SOURCE	Quality as a driver of perception (BoF and McKinsey & Company, 2025).

Illustrative example. Fictional brands, people and figures, made to show layout only.

Technical co-branding, materials and the final hero

Refinement: CLO3D or digital compositing to show technical co-branding and material details.
Optional: analog product mock-up in Photoshop.



AI-assisted visualisation, gpt-image-1.5, 25 Oct 2026. Callouts added as digital overlay. In a real submission, this is where the CLO3D render or Photoshop composite goes.



AI-assisted visualisation, gpt-image-1.5, 25 Oct 2026



AI-assisted visualisation, gpt-image-1.5, 25 Oct 2026

Co-branding placements

- **A** 40 mm rubber badge, left chest, both marks
- **B** Zipped pocket sized for the Northline dock key
- **C** Northline ochre on zip garage and cuff tabs only
- **D** Route map on back yoke, reflective ink
- **E** Woven tape, both names, inside hood

CHANGED	Branding moved to small, deliberate points.
WHY	Strong but not loud associations (Keller, 1993).
TOOL, DATE	gpt-image-1.5 flat lay plus HTML callouts, 25 Oct 2026.

Material detail

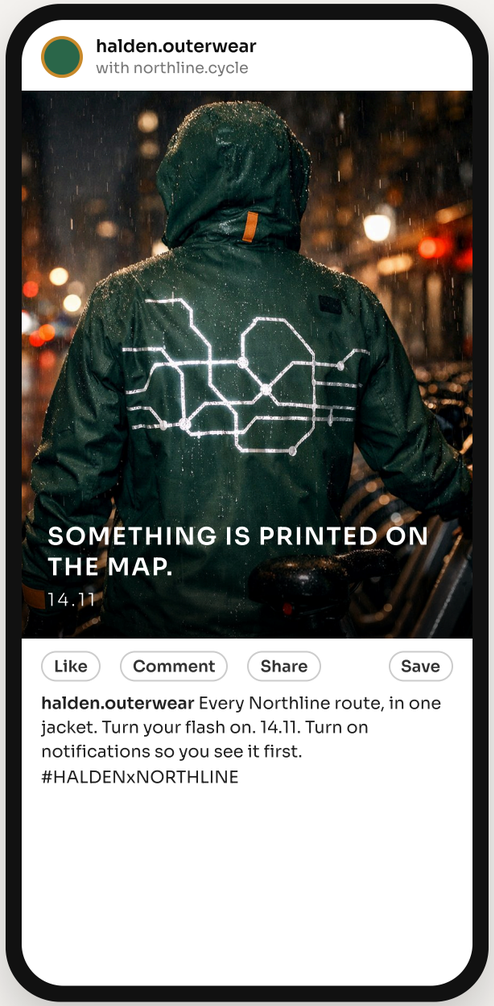
FABRIC	Matte recycled ripstop, taped seams (example spec).
PRINT	Reflective ink; needs independent testing before any safety claim.
TRIMS	Ochre zip garage, rubber badge.

Final hero in context

CHANGED	Product placed in its real setting: dusk, rain, a docked share bike.
WHY	Shows the print working in headlights and the brand world in one image; becomes the master visual for Section 3.
TOOL, DATE	gpt-image-1.5, scene prompt; optional Photoshop pass for colour match, 25 Oct 2026.
SOURCE	Visibility need (Department for Transport, 2025).

Tease, then reveal

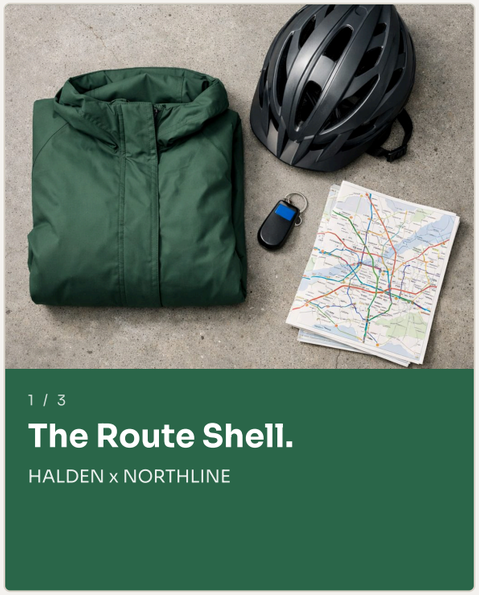
Brief: 3 to 5 social campaign contents showing the collaboration in its intended environment, social media ready, designed to be seeded for engagement.



PIECE 1 · TEASE

Teaser post

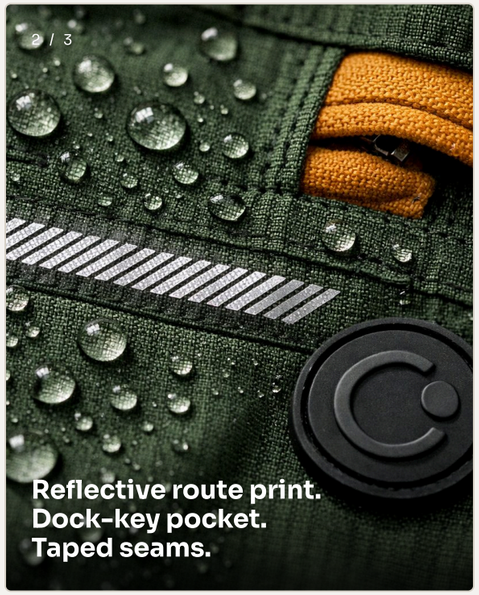
FORMAT	Single image post
PLATFORM	Instagram feed, 4:5 (shown cropped)
JOB	Tease: show the back print without revealing the full jacket
CAPTION	"Every Northline route, in one jacket. Turn your flash on. 14.11."
CTA	Turn on post notifications
DISCLOSURE	Brand's own channels, joint post with partner; no Ad label needed



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The Route Shell.

HALDEN x NORTHLINE





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Drops 14 November.

Northline members get early access in the app.

AI-assisted visualisation, gpt-image-1.5, 25 Oct 2026. Type and layout added in layout software.

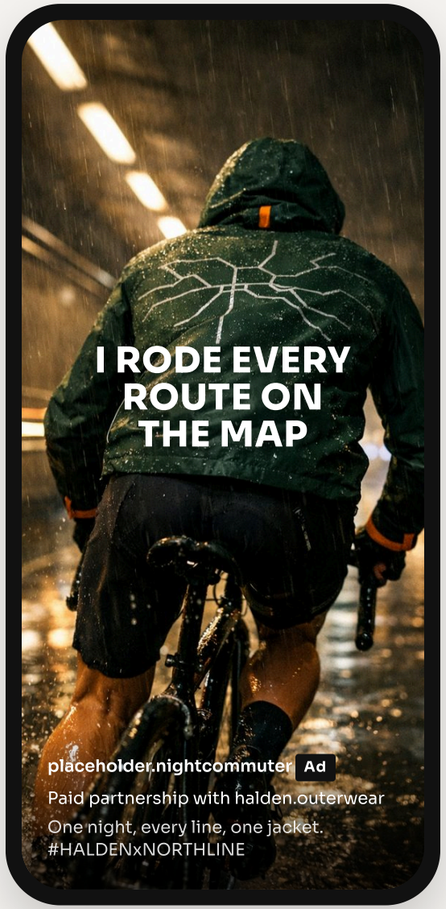
PIECE 2 · REVEAL

Reveal carousel (3 slides)

FORMAT	Carousel: hook slide, detail slide, drop date slide
PLATFORM	Instagram and LinkedIn, 4:5
JOB	Reveal: show the full product and its co-branded details; built to be saved and shared
CAPTION	"The Route Shell. Made in Leeds with the people who run Greater Manchester's bikes. Swipe for the details." (example)
CTA	Save this, and join Northline for early access (link in bio)
DISCLOSURE	Brand-owned joint post; not creator content, no Ad label

Worn, then news

Each piece is labelled with format, platform and ratio, its job, caption, call to action and disclosure.



PIECE 3 · WORN

Reel cover

FORMAT	Reel, 20 to 25 s, cover shown
PLATFORM	Instagram Reels and TikTok, 9:16
JOB	Worn: the jacket in motion, rain, headlights catching the print
CAPTION	"One night, every line, one jacket."
CTA	Comment your route to win the first jacket
DISCLOSURE	**Ad** paid creator, platform paid partnership tool on



PIECE 4 · WORN

UGC-style post

FORMAT	Phone photo, unpolished, creator's own words
PLATFORM	Instagram feed or Stories, 4:5 or 9:16
JOB	Worn: proof from a real rider, social trust
CAPTION	"ok the map on the back actually glows in my bike light."
CTA	Tag your ride with #HALDENxNORTHLINE
DISCLOSURE	Gifted product: labelled "Ad" up front; "gifted" alone is not enough (ASA, 2026)

HALDEN x NORTHLINE

PRESS RELEASE
FOR RELEASE 14 NOV 2026

HALDEN and Northline launch the Route Shell, a rain jacket printed with the city's cycle map

Manchester, 14 November 2026 (example)

Leeds outerwear label HALDEN and Greater Manchester cycle network Northline today launch the Route Shell, a packable waterproof jacket whose back carries Northline's route map in reflective ink. The jacket has a zipped sleeve pocket sized for the Northline dock key and is finished in the network's ochre.

"We wanted to make the jacket our riders already needed, and make it something they would choose to wear off the bike," said Sam Hollis, Northline's head of community (fictional).

"Northline gave us the best graphic in the north: a map people use every day," said Ada Varley, HALDEN's founder (fictional).

The Route Shell is priced at £185 (example figure) and goes on sale at halden.example and in two Northline hubs. Northline members get 48 hours of early access in the app.

Notes to editors. Images, samples and interviews: press@halden.example. About HALDEN: outerwear label, Leeds. About Northline: not-for-profit cycle network, Greater Manchester. Both organisations are fictional.

PIECE 5 · NEWS

FORMAT	One-page press release, A4 PDF
JOB	News: gives fashion, cycling and local press one clear story to run
CTA	Request samples and interviews

AI-assisted visualisation, gpt-image-1.5, 25 Oct 2026 (reel cover and UGC photo). Interface frames, type and handles are mock-ups; all handles are placeholders.

Five cultural leaders who receive the first physical jacket

Brief: 5 key cultural leaders who would receive the first physical iteration, with a rationale based on their audience demographic. **All names, handles and figures below are placeholders.**

CULTURAL LEADER (PLACEHOLDER)	PLATFORM AND REACH	AUDIENCE DEMOGRAPHIC	SOURCE OF DEMOGRAPHIC	WHY THEY FIT	WHAT THEY WOULD MAKE	RELATIONSHIP AND DISCLOSURE
"The Night Commuter" @placeholder.nightcommuter	TikTok and Reels, 210k followers (example)	Mostly 18 to 30, UK cities, majority Manchester and Leeds (example)	Creator media kit, Sept 2026 (example)	Rides the network at night on camera; audience matches the core commuter target exactly.	Hero reel: every route in one night (Piece 3).	Paid fee plus gifted jacket. Ad label and paid partnership tool.
"Jess Rides" @placeholder.jess.rides	Instagram, 38k followers (example)	Women 22 to 34, new and returning cyclists (example)	Instagram Insights screenshot shared by creator, Sept 2026 (example)	Speaks to women, who cycle less on average in England (Department for Transport, 2025); trusted, unpolished voice.	UGC mirror selfie and Story ride (Piece 4).	Gifted, no obligation to post. Labelled "Ad".
"Studio Ochre" @placeholder.studioochre	Instagram and Substack, 64k (example)	Design and menswear readers 25 to 40, UK and EU (example)	Creator media kit, Aug 2026 (example)	Gives HALDEN design credibility; frames the print as graphic design, not merchandise.	Carousel essay on the route map as a print.	Gifted, editorial. Labelled "Ad" if posted.
"Northern Soul Crew" @placeholder.nscrew	Run and ride club, Strava and Instagram, 12k (example)	Mixed 20 to 45, weekly group rides, local (example)	Club membership survey, Sept 2026 (example)	Small reach but high trust and real rain testing; brings community proof to Northline.	Group ride photo dump and kit review.	Gifted jackets for ride leaders. Labelled "Ad".
"Dr. M. Okoro" @placeholder.streetsforall	LinkedIn and X, 22k (example)	Planners, policy and civic audiences 30 to 55 (example)	LinkedIn analytics export, Sept 2026 (example)	Urban mobility voice; links the jacket to safer, more visible cycling, Northline's mission.	LinkedIn post on visibility and design.	Gifted, no fee. Clear statement of gift in post.

Mix **Why these five**

One reach creator, one trust creator, one design voice, one community and one civic voice: together they cover style, everyday riding and purpose.

Order **Seeding sequence**

Jackets arrive 10 days before the drop. Club and civic voices post first, the reach creator posts on drop day.

Rules **Disclosure**

Any payment, gift or commercial link is disclosed clearly and up front, following the ASA and CMA influencer guidance (ASA, 2026).

REFERENCES

Reference list (Harvard)

Every in-text citation appears here. AI images are declared on the page where they appear, with model and date.

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Washburn, J.H., Till, B.D. and Priluck, R. (2000) 'Co-branding: brand equity and trial effects', *Journal of Consumer Marketing*, 17(7), pp. 591-604.

Note **About this example**

HALDEN, Northline, every person, handle, quote, price and audience figure in this document are invented to show layout. The trend data and theory are real and cited. Use your own brands, sources and evidence in your submission.

EXAMPLE ONLY