

Report

# Unexpected Partnerships: Unlocking New Opportunities



## Audiences are far more multidimensional than traditional targeting might suggest.

When building audience profiles, today's leading brands and creators are exploring adjacent audience interests to inspire fresh content themes, product innovations, and strategic partnerships.

Campaigns that break norms are widely celebrated amongst social audiences and often spark viral User-Generated Content (UGC). That's why **Tubular's Insights & Strategy team** set out to identify the connection between seemingly unrelated topics, like Beauty and Car Racing, to uncover new opportunities for connection, collaboration, and growth.

By digging into real-world brand examples, we highlight how bold, cross-category partnerships reap meaningful engagement and measurable impact.

Let's break it down across three key categories:

**1 Beauty** United Kingdom

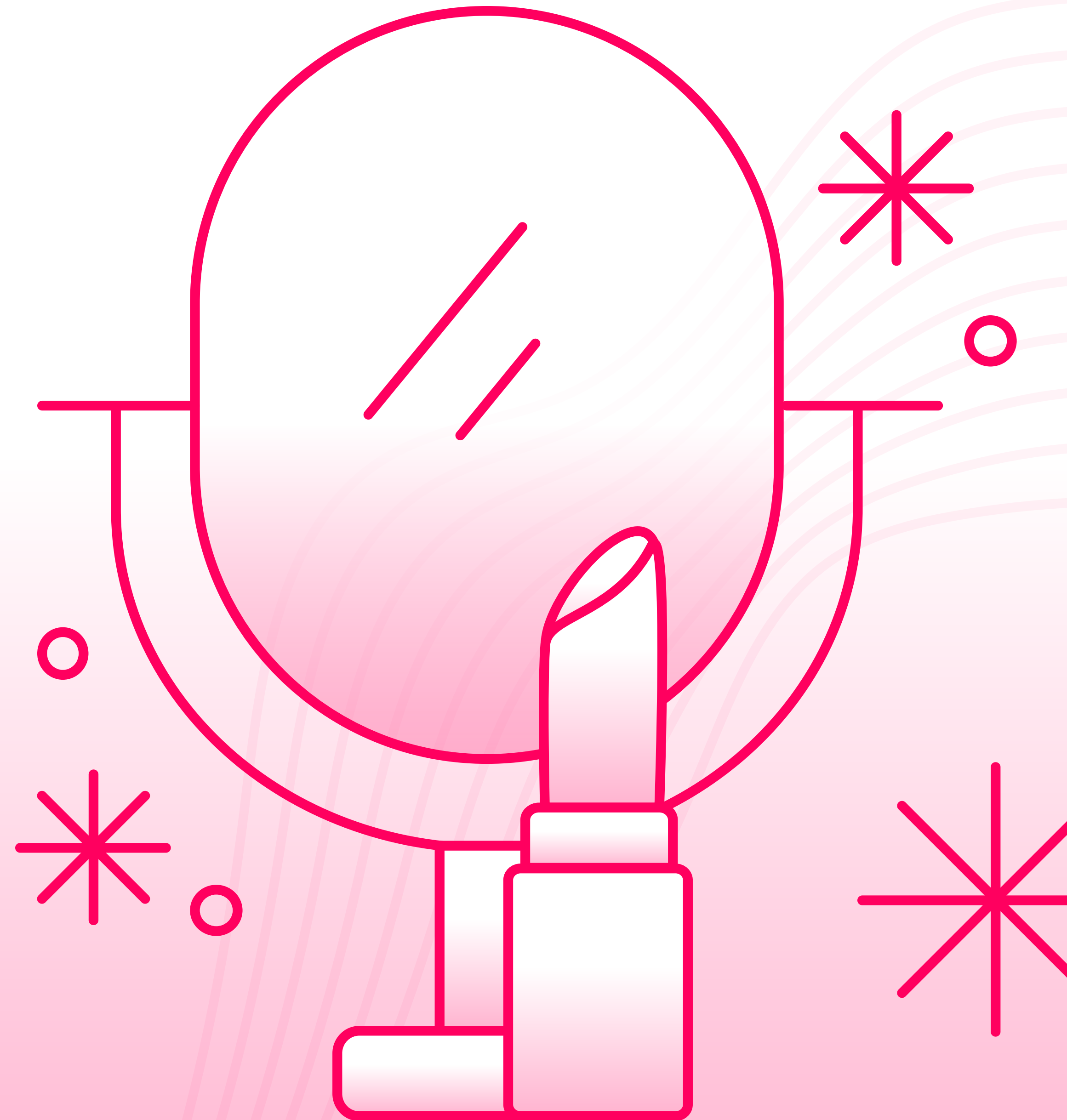
**2 Gaming** United States

**3 Food & Drink** Singapore

# Beauty

How well do you really know your audience? And what unexpected passions of theirs might be flying under your radar?

Of course, Beauty audiences are interested in adjacent topics like Jewelry and Clothing, but they're also interested in topics that are not so closely related to makeup or skincare. When Beauty brands reach across social video categories to form non-traditional partnerships, they become more dynamic and multi-faceted, garnering attention from wider audiences.



Beauty

# Let your audience surprise you

No surprise, Beauty enthusiasts who are UK-based females ages 18–34 on YouTube have a high affinity for Fashion content. But when we dug into Tubular data, it was a surprise to see less obvious partnerships within Racing categories.

Female Beauty audiences on YouTube are up to **11.4x more likely to watch Motorsports and Automotive content** compared to the average UK female viewer.

**This is an Insights & Strategy exclusive analysis.** I&S delivers customized market research, powered by proprietary Tubular backend data and unmatched expertise in social video trends to anticipate market shifts, uncover new opportunities, and address your most critical business challenges. [Learn more.](#)



## Top Video Categories by Audience Affinity Among Beauty Enthusiasts on YouTube

UK Females 18-34

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### Fashion

8.3x  
Shoes

8.9x  
Jewelry

6.9x  
Fashion & Accessories

8.7x  
High Fashion & Designers

4.2x  
Clothing

### Racing

7.4x  
Motorsports

11.4x  
NASCAR

8.7x  
Sports Car

10.4x  
Motorcycle Racing

7.3x  
Auto Racing

Source: Tubular Labs | Top Categories (Content uploaded in English Language Only) | Audience Engagement Analysis ranked by Audience Affinity | YouTube |

Jul. 2024 - Jun. 2025 | Panel of 15,478 UK females ages 18-34 who engaged with Beauty videos at least 5 times in the timeframe specified



## Beauty

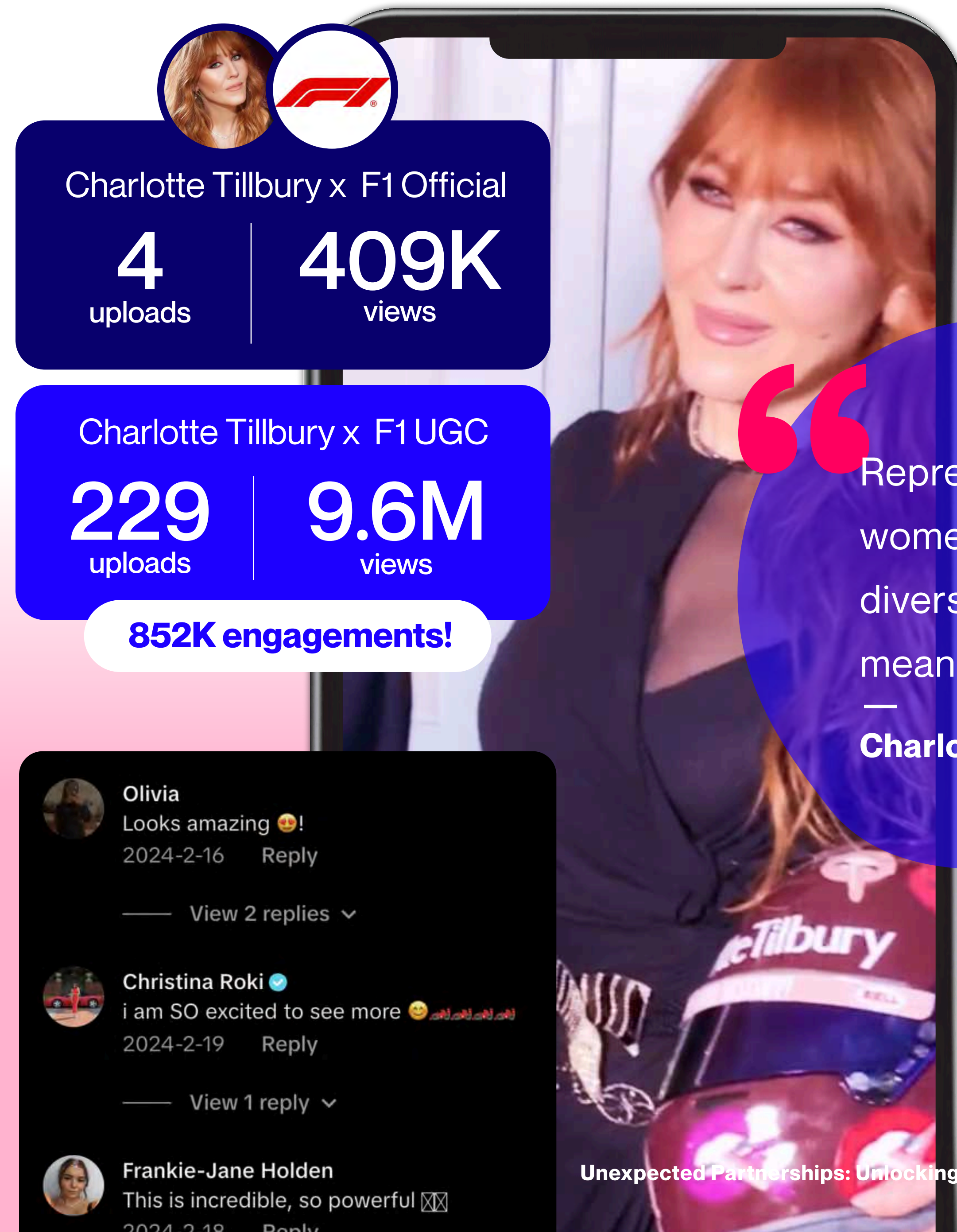
# Charlotte Tilbury goes pedal to the metal with F1 collab

The affinity between Beauty and Motorsports isn't just a data point — it's an insight shaping brand strategy.

In February 2024, Charlotte Tilbury became the first female-founded beauty brand to partner with Formula 1's F1 Academy, promoting female empowerment in a male-dominated sport.

**This bold fusion is working:** TikTok UGC tied to the partnership has driven **9.6M views** and **852K engagements** over the past year.

Source: Tubular Labs | Video Intelligence | Views, Engagements | Charlotte Tilbury x F1 Academy Official & UGC Content | TikTok | Jul. 2024 - Jun. 2025



# Fueling Beauty audience interests

Among UK Beauty viewers (women ages 18-34), audience overlap with Formula 1 content has increased by +97% from June 2024 to July 2025. Likewise, overlap between Beauty audiences and content about British race car driver, Lewis Hamilton, has grown by +117%.

Formula 1's Facebook audience has also seen a rise in female viewership since the Charlotte Tilbury x F1 Academy collaboration, increasing by 2 percentage points compared to the previous year.

**Bottom Line:** Unexpected collaborations don't just make noise, they expand reach and grow new segments of consumer markets.





Source: Tubular Labs | High Growth Topics based on Number of Panelists | YouTube | Jul. 2024-Jun. 2025 vs Jul. 2023 - Jun. 2024 | Panel of 15,478 UK females ages 18-34 who engaged with Beauty videos at least 5 times in the timeframe specified



## High-Growth Topics among UK Beauty Enthusiasts on YouTube

UK Females 18-34

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		Audience Overlap YoY % Growth
	Lewis Hamilton	+117%
	McLaren	+104%
	Formula 1	+97%
	Lando Norris	+71%
	Ferrari	+49%



## Beauty

# Takeaway

Use data to unearth the hidden interests of your audience, so you can make bold, but informed decisions. Then, measure the effectiveness of your campaigns by monitoring overlapping audience expansion.

# Gaming

The female gaming audience is often overlooked due to massive, longstanding male dominance in this arena. But today's most innovative gaming brands are gaining a competitive advantage by attracting and nurturing female fan bases.

One of their strategies, of course, is forming partnerships with other brands their female audiences love.





# US Gaming audiences explore adjacent categories on social

Males still accounted for 74% of US Gaming audiences on Facebook, and 63% on YouTube from June 2024 – July 2025. Breaking into female segments remains a pivotal challenge to expansion.

By examining audience behaviors on YouTube, a clear expansion opportunity emerges. US female gamers ages 25–34 show strong affinities with Beauty channels, engaging with brands from YSL Beauty to NYX, and even skincare labels like Laneige.

Source: Tubular Labs | Top Channels | Audience Engagement Analysis ranked by Audience Affinity | YouTube | Jul. 2024-Jun. 2025 | Panel of 74,276 US females ages 25-34 who engaged with Gaming videos at least 5 times in the timeframe specified



## Top Beauty Channels on YouTube by Gaming Audience Affinity

US Females 25-34

	Affinity		Affinity
 YSL Beauty	6.4x	 Charlotte Tilbury, MBE	5.2x
 Olay	5.7x	 LANEIGE US	5.2x
 NYX Professional Makeup	5.4x	 SEPHORA	5.2x
 L'Oréal Paris	5.4x	 MAC Cosmetics	5.0x
 Clinique	5.3x	 Neutrogena	4.8x

only 5% overlap

**Opportunity:** When we see a high viewing affinity paired with a lower audience overlap between Gaming and Beauty, we understand there’s a lot of untapped potential for more of this female Gaming audience to become Beauty viewers as well.



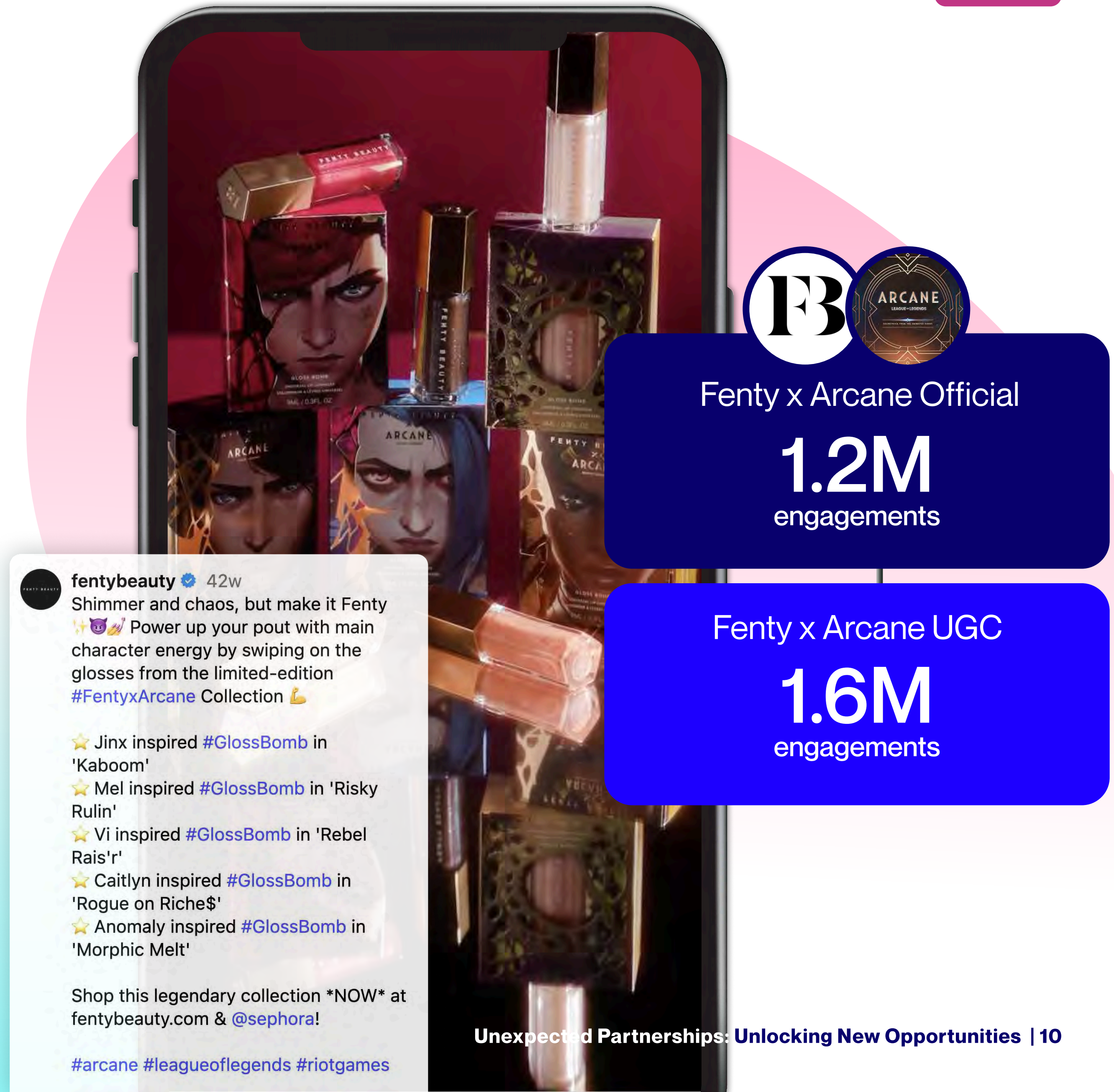
# Gaming meets glamour with the Arcane x Fenty partnership

Riot Games tapped into female gamers' affinity for Beauty content with a bold move: a partnership with Fenty Beauty.

Arcane animators designed on-screen looks for female leads, while Fenty launched a limited-edition makeup collection based on these characters' colors. The campaign was a masterclass in cross-vertical storytelling, all built around themes of female empowerment and out-of-the-box gaming aesthetics.

With Fenty's cultural influence, the collab became a powerful way for Riot Games to expand their audience, while also helping to make their female fanbase feel seen and acknowledged.

Source: Tubular Labs | Video Intelligence | Engagements | Fenty x Arcane Official & UGC Content | Instagram | Jul. 2024 - Jun. 2025







The results? Huge. By creating a campaign that was exciting to engage with, the launch pulled **59M TikTok views in UGC**, while **Instagram content drove 1.6M engagements**. Beauty creators shared swatches, tutorials, and Arcane-inspired makeup looks while gamers responded with cosplay and character re-creations, blurring category lines.

## Top Instagram Keywords by Engagements Fenty x Arcane User Generated Content



caitlyn inspired

mel inspired

fierce

obsessed

inspired look



Keyword Pairings is an I&S exclusive analysis. [Learn more.](#)

Source: Tubular Labs | Keyword Pairing Analysis | Fenty x Arcane UGC Content as defined by Boolean Search | Instagram | Jul. 2024 – Jun. 2025





## Gaming

# Takeaway

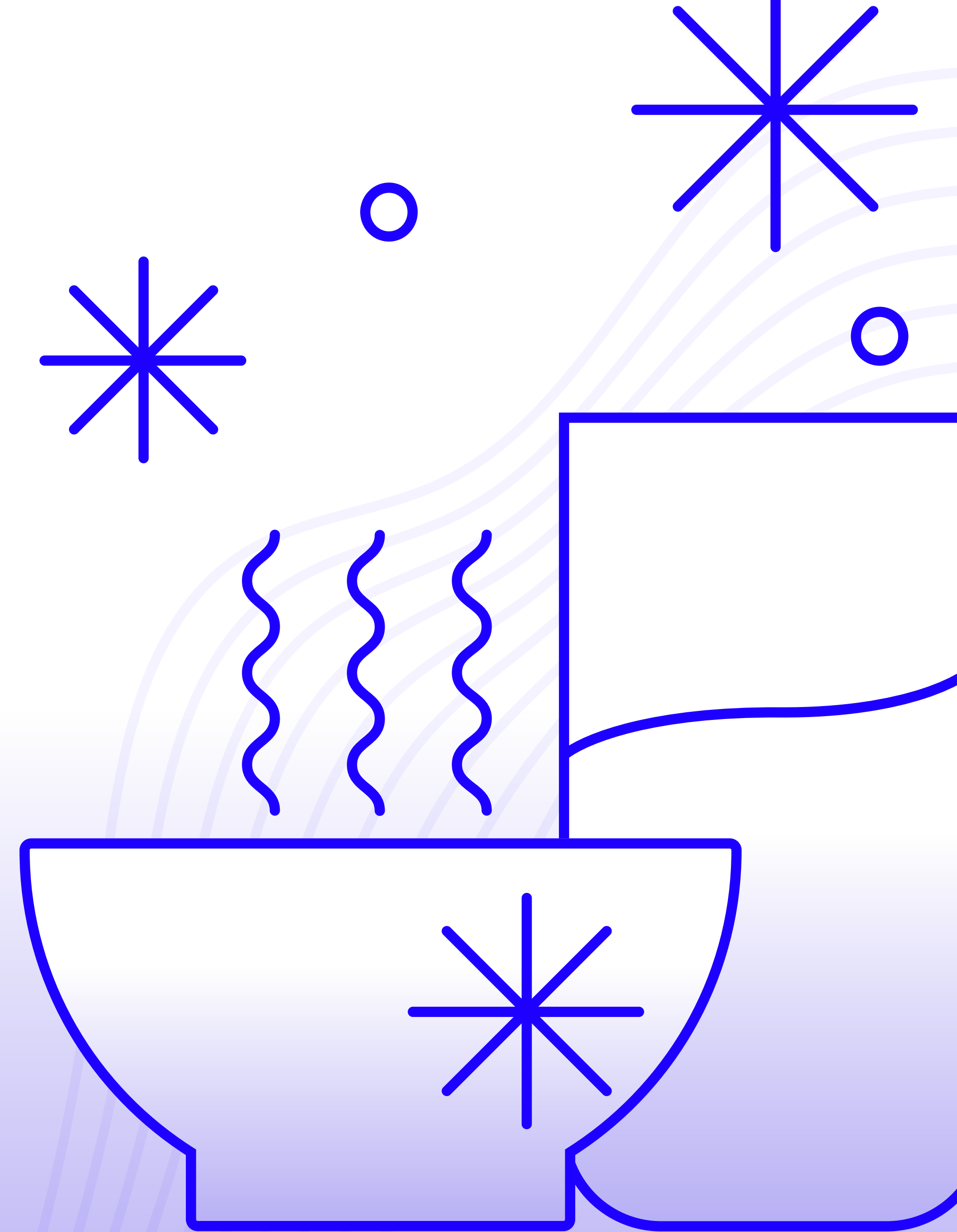
Step away from marketing to stereotypical consumer profiles, and embrace the wide-ranging interests of your actual customers. It's not enough to throw a logo on a collaboration. Using Fenty x Arcane as an example, create ways for audiences to engage and interact to fuel UGC and make a lasting impact.



# Food & Drink

Viewers are not 2-D cardboard cut outs who watch Food & Drink content in a silo. Rather, they're multi-dimensional, with a colorful array of interests, hobbies, and social video preferences.

Tubular's Audience Also Watches data can tell you what video categories, topics, and creators a specific audience is also interested in, enabling you to pursue cross-category content and partnerships without the risk. Let's check out what Singapore's Food & Drink audience also watches.



Food & Drink

# Engaging Food & Drink audiences beyond the plate

In Singapore, Mukbang and Cooking are some of the most viewed topics within the Food & Drink category on YouTube. However, Internet Meme videos also achieve a high level of success, indicating that foodies’ engagement extends beyond strictly food-related content.

Diving into Singaporean Food & Drink audiences ages 18+ reveals a significant overlap with entertainment interests, including popular video games like Call of Duty and major franchises such as Marvel and Pokémon. This presents a clear opportunity for marketers to **diversify content and product strategies** by integrating adjacent entertainment themes to better capture and engage this audience.

Source: Tubular Labs | Top Topics (Content uploaded in English Language Only) | Audience Engagement Analysis ranked by Audience Affinity | YouTube | Jul. 2024-Jun. 2025 | Panel of 31,724 SG engagers ages 18+ who engaged with Food & Drink videos at least 5 times in the timeframe specified



Top Topics within Food & Drink Content			
		Views	
1	Food	1.7B	
2	Internet Meme	969M	
3	Eating	715M	
4	Pork	601M	
5	Mukbang	594M	
6	Cooking	586M	
7	Spice	484M	
8	Chinese Cuisine	439M	
9	Chili Pepper	380M	
10	Seafood	379M	

Top Topics Food & Drink Audiences Also Watch			
		Audience Overlap	
1	Minecraft	28%	
2	Roblox	21%	
3	Grand Theft Auto	20%	
4	Cosplay	19%	
5	Marvel Comics	16%	
6	<b>Pokémon</b>	<b>16%</b>	
7	Call of Duty	16%	
8	Superhero	14%	
9	League of Legends	14%	
10	Valorant	13%	





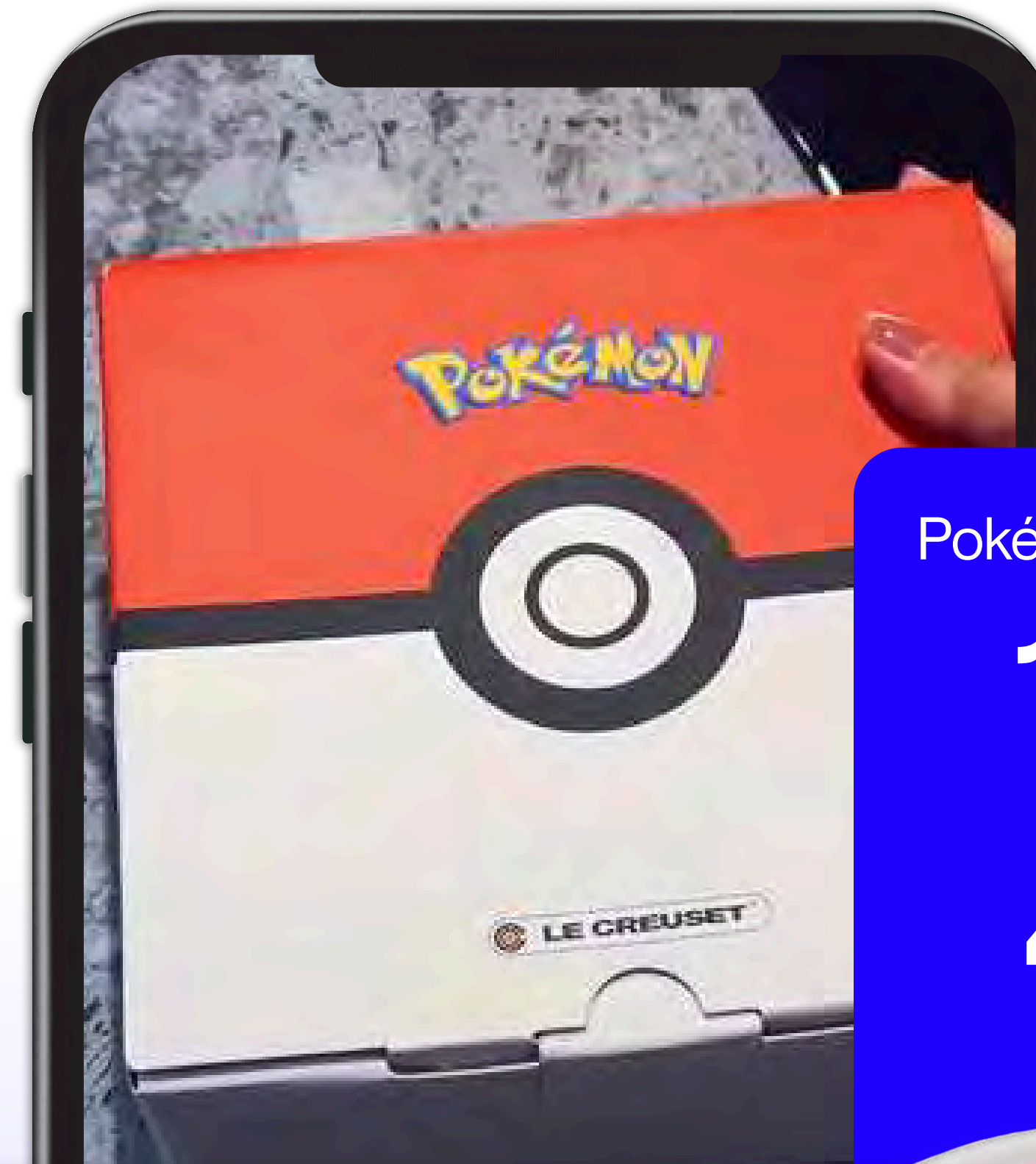
# Pokémon powers up cookware with Le Creuset

Le Creuset's limited-edition Pokémon cookware collection launched across Asia, featuring designs inspired by beloved characters and the iconic Poké Ball. The collection was an ingenious bridge between the worlds of food, gaming, and entertainment.

Then, an [ASMR unboxing video](#) on Le Creuset Singapore's Instagram shattered expectations, **amassing 15.3M views and 459K engagements: 139x and 216x their typical averages.**

This example also underscores the value of **nostalgic** intellectual property in marketing. Collaboration inspirations could include future tie-ins with anime, retro games, or classic cartoons that similarly tap into emotion and boost shareability.

Tubular Labs | Video Intelligence | Le Creuset x Pokémon as defined by Boolean Search |  
Instagram | Jul. 2024-Jun. 2025



Pokémon x Le Creuset

**15.3M**  
views

**459K**  
engagements



**lecreusetsg** 56w

Unboxing the Pokemon stoneware sets are so satisfying 🌟 Get 'em now from Le Creuset Takashimaya Department Store 🚀



**lecreusetsg**

Unboxing the Pokemon stoneware





## Food & Drink

# Takeaway

Cross-category collaborations can feel risky. What if it doesn't resonate with the intended audience? What if we waste time and money on a campaign that falls flat? That's where data becomes necessary to boost success and help assure decision-makers that out-of-the-box ideas aren't as scary as they may seem.



# Key Takeaways

## Beauty

Use in-depth data to understand the hidden passions of your audience. Capture the impact of your cross-category partnerships by measuring the growth in audience overlap thereafter.

## Gaming

It's not enough to slap a logo on a partnership campaign. Focus on creating content and products that audiences can engage with and create their own videos about.

## Food & Drink

Understand what other content categories, creators, and topics your audience enjoys. Then, allow these insights to inspire social content, as well as product innovations.

**What stands out in social video today is the unexpected. Seek out collaborations with surprising audience overlap, and co-create partnerships around shared values, such as empowerment or nostalgia.**

Tubular's Insights & Strategy team specializes in identifying the not-so-obvious links between categories, topics, and creators. [Reach out to I&S today](#) to learn how curated data can help you navigate into new territories and reach unprecedented levels of success.

### About the Author

**Zaklina Folga** is a Strategist on the [Insights & Strategy](#) team focused on transforming complex social video data into clear, actionable insights. She partners with media organizations, brands, and public institutions to drive measurable growth, deeper engagement, and increased revenue across all major platforms.

With a background in sociology, media, and market research, Zaklina combines analytical rigor with creative insight to uncover meaningful patterns and deliver recommendations that resonate both strategically and creatively.

**At Tubular, we believe social insights are most meaningful when they help you work smarter—not harder.**

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