# CASETiFY boosts global engagement with new Star Wars collection and localised pop culture partnerships



On 4 May, widely celebrated as Star Wars Day, many brands took the opportunity to engage with pop culture, with CASETiFY stepping into the spotlight. Known for its customisable tech accessories, the global lifestyle brand launched a new collection referencing iconic elements from the Star Wars franchise, including motifs from the Rebel Alliance, the Galactic Empire, and beloved droids like C-3PO and R2-D2.

CaSETiFY’s approach is not merely a one-off event or a fleeting moment of nostalgia; it is embedded within a broader strategic framework that intertwines iconic intellectual property with fresh creativity. Beatrix Wong, head of new markets at CASETiFY, articulated this strategy during an interview with MARKETING-INTERACTIVE, stating, “Our core strategy for collaborations revolves around partnering with brands that align with our values of quality, creativity, and self-expression.” She highlighted the importance of aligning with brands that resonate with their audience, ensuring the designs they produce are both striking and culturally relevant.

The company has successfully carved a niche that fosters engagement through a variety of product-led campaigns. Their collaborations span a broad spectrum of pop culture, evidenced by previous partnerships with both well-known franchises like Tom & Jerry and emerging lifestyle brands such as Oatside. Each product drop aims not just for aesthetic appeal but to spark conversations and engage a global audience whose interests are continuously evolving.

Two recent collaborations exemplify this strategy. The "Oatside x CASETiFY" collection, launched ahead of the back-to-school season, featured playful designs mirroring the nostalgia of personal expression found on school lockers. This collection showcased different ‘locker personalities’—such as the ‘athlete locker’ and ‘popular girl locker’—complete with witty quotes and Oatside’s quirky mascot, the Bearism figure.

Additionally, CASETiFY collaborated with Malaysian artist Chow Hon Lam, bringing to the forefront Buddy Gator, a gentle green alligator character that spreads positivity through comics. This partnership marked a significant moment for the brand as it was their first collaboration featuring a Malaysian character. The product line included various tech cases along with engaging online initiatives like Instagram giveaways, which encouraged local engagement while also amplifying a creator whose influence is growing on a global scale.

Audience involvement remains central to CASETiFY’s success. Wong noted the importance of identifying brands and trends that resonate with their community, stating, “Understanding customer preferences, current trends, and cultural sentiments helps us make informed decisions about potential partners.” To ensure the success of each collaboration, CASETiFY employs a data-driven approach featuring customer surveys, social listening, and analysis of past sales data.

Operating on a global scale, the brand’s strategy inherently requires sensitivity to local markets. Wong explained that while CASETiFY maintains a consistent brand identity, visual elements, influencer partnerships, and messaging may be tailored for different regions. This approach helps blend global appeal with local relevance, allowing for the integration of region-specific design elements.

Wong hinted at further collaborations in the pipeline, saying, “We encourage fans to stay tuned to our social media channels for sneak peeks and announcements,” suggesting that creative engagement through fandoms will continue to play a significant role in the brand’s marketing strategy.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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