

Company: Partner.Co, Midvale, UT USA
Company Description: Partner.Co is a partnership of better-for-you brands that pays independent entrepreneurs to help people achieve a lifestyle, body and business they love. We believe in a true partnership where we prioritize our Brand Partners' success, knowing if we serve them well, our mutual success is guaranteed.
Nomination Category: Video Categories
Nomination Sub Category: Corporate Overview
Nomination Title: Partner.Co 2024 Year in Review

1. Date this production was first released/publicly viewed:

Dec. 31, 2025

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 161 words used.

We created the Partner.Co Year in Review to celebrate the company’s achievements while reinforcing the strength, energy, and momentum of the global Partner.Co community. Its communications objectives were twofold:

- 1. Reflect on a year of growth, innovation, and impact by showcasing major milestones, from record-breaking product launches and international incentive trips to field-driven campaigns and executive hires.
- 2. Inspire belief in the brand and opportunity by highlighting real Brand Partners, real events, and real transformation, making it a compelling, credibility-building tool for recruitment and retention.

Rather than presenting a traditional recap, the video was designed with emotion, rhythm, and storytelling at the core. It captures the movement, culture, and purpose that set Partner.Co apart and invites viewers to imagine themselves being part of it.

Brand Partners has widely used this video to share the company’s story with new prospects. It’s featured at corporate events, social media campaigns, and onboarding presentations as a visual summary of what makes Partner.Co different.

3. Provide the applicable creative and production credits for this entry:

Attachments/Videos/Links:

[Partner.Co 2024 Year in Review](#)



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