



VS XP?

or

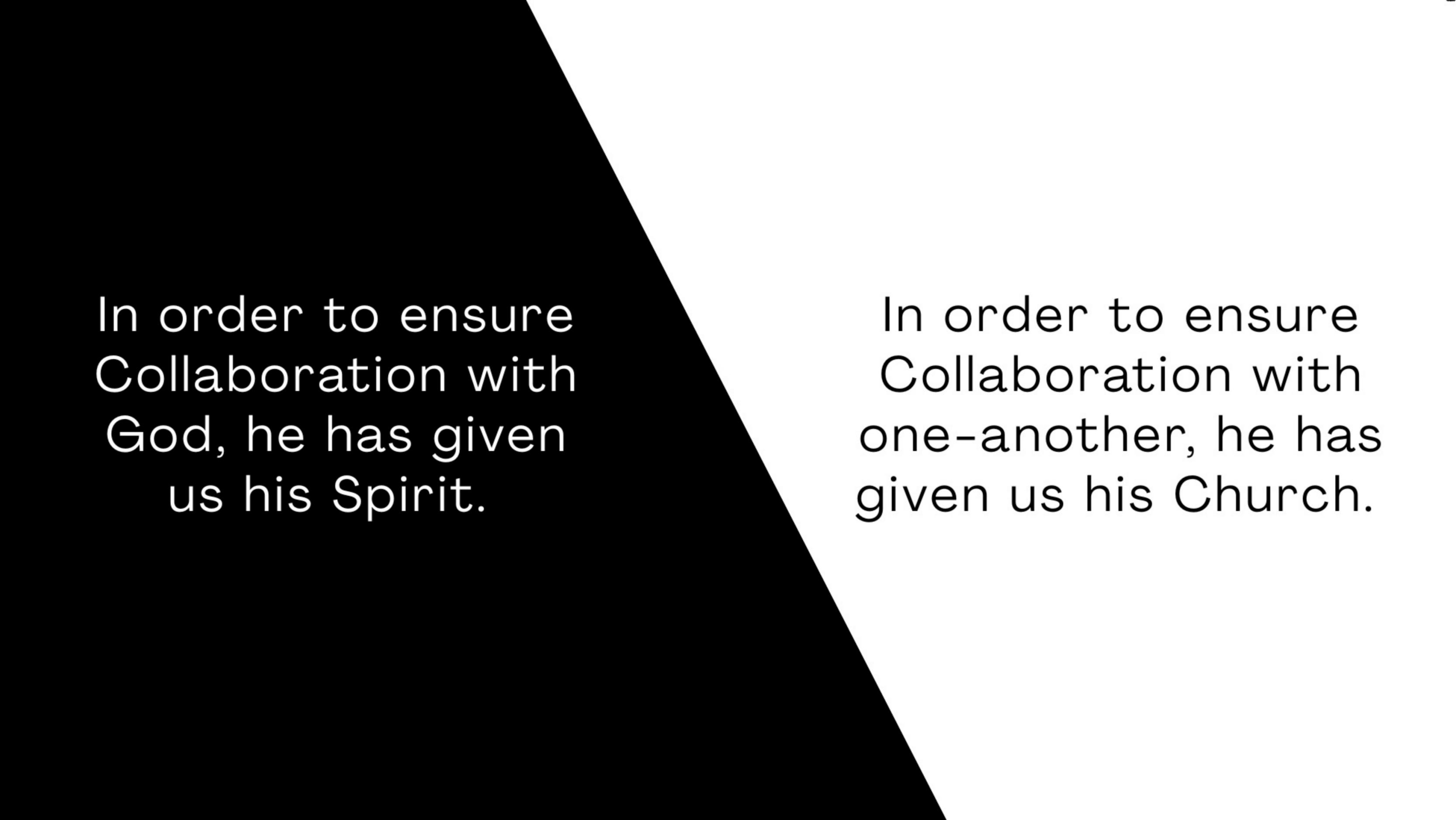
Peter, John, God, the
Church, and You:

*Divine Collaboration in the
Age of Competition*

Feb 22, 2026

God as
revealed in
Scripture and
in the person
of Jesus is an
eternally
collaborative
triunity of
Father, Son,
and Holy Spirit.

And almost
everything
God does that
relates to
earth and
humanity is
relentlessly
Collaborative



In order to ensure
Collaboration with
God, he has given
us his Spirit.

In order to ensure
Collaboration with
one-another, he has
given us his Church.

JOLLIBEE X SHARPIE



Jollibee

Jollibee Drawstring Bag P49

Sharpie by Sharpie Fabric Markers

P350 ONLY

1. Present this coupon on April 12, 2015 (going to get free access to our Jolly Mall event at SM City Roxas).

2. Participants aged 5-12 years old are entitled to bring one (1) accompanying companion during this event.

3. Get a chance to meet Jollibee and friends, and win prizes!

P350 ONLY

BTS X LEGO



DYNAMITE

21339

**BTS
Dynamite**



the brothers brick

NIKE X BEN AND JERRY'S



CERAVE X MICHAEL CERA

•• The best Super Bowl commercial in years ••

•• Won the Super Bowl ••

★★★★★

AdAge

•• An ultra-meta multiplatform marketing campaign ••

•• Absolutely bankers and simultaneously brilliant ••

•• Very, very, very stupid ••

-MICHAEL CERA

THE CONSPIRACY THEORY THAT WAS REALLY A SUPER BOWL CAMPAIGN.

CeraVe skincare was going to its first Super Bowl. The goal was for everyone to know it is developed with dermatologists. But the Super Bowl is packed with A-List celebrities. And Dermatologists are (how do we put this nicely...) not as alluring as celebs.

So, we needed to re-write the Super Bowl Playbook. Most brands tease their spot a week before the game. We spent a month leading up to the game spreading a conspiracy theory that CeraVe was developed by a celebrity actor Michael Cera. Only problem: Michael Cera isn't on social media. How could we get this all over the internet, when our celebrity had no presence online?

We leaned into a robust PR, social, and influence plan: 800+ publications from Daily Mail to New York Times. Partnering with meme accounts, podcasters, skinfluencers, you name it... the more CeraVe used their channels to deny it, the more people were invested.

We put out all the information. Then let the internet, internet. People didn't just watch, they participated (in a conspiracy about a skincare brand). "Michael CeraVe" was everywhere. It became a global hot topic debate which led to 9 Billion impressions BEFORE the commercial even aired.

We revealed the truth during the most ever watched Super Bowl. Our commercial wasn't the hero like most Super Bowl spots. It was the conclusion to a month-long, fully immersive campaign. Comedy legends Tim & Eric directed a bizarre, hilarious, fever dream which was hailed as "Perfect" [TODAY]. In the spot, dermatologists reject Michael making it clear once and for all: CeraVe is developed with dermatologists. Not Michael Cera.

30 BILLION
EARNED IMPRESSIONS

#1 MOST EFFECTIVE SUPER BOWL BRAND
on TikTok

#1 SUPER BOWL CAMPAIGN
AdAge Forbes #ENB

2000 EARNED PUBLICATIONS

25% INCREASE IN SALES
in week following spot

2200% INCREASE IN SEARCH FOR CERAVE

15B EARNED IMPRESSIONS PRE-SUPER BOWL

4 WEEKS BEFORE SUPER BOWL

"Is that... Michael Cera?"
- @Hayfeebaylee (15M followers)

"Baiting" PR Kib from Michael Cera

Speculation from "Dermaposters"

"Did you or did you not create CeraVe?"
- @brobi/whoh (11M)

CeraVe calls out Cera

"I could be from CeraVe."
- Cera to Dr. Shah (20M)

SUPER BOWL SUNDAY

Super Bowl commercial reveals the truth

"The social marketing was brilliant" - Jimmy Fallon

USA TODAY GOOD MORNING AMERICA CNN VOGUE THE NEW YORKER People HIGHSNOBIETY Esquire Daily Mail CUT US AdAge NBC TODAY ELLE GLAMOUR E! NEWS The Guardian Forbes NEW YORK POST

The
potential
of the
Church:

The potential to collaborate with
God and one-another in our
transformation, our discipleship,
our spiritual growth, and in the
ordinary holiness of everyday life
that we leave on the table when
we are ultimately doing it alone.

- Am I Competing, Comparing, or Commiserating with people I ought to be Collaborating with?
- Am I Collaborating with God, the Church, and one-another?
- If God has chosen to work with me, who I am I not seeing that I might be called to work together with right here in this church?