



Retail Marketing

Fox Home Entertainment - ICE AGE: Dawn of the Dinosaurs

Fusion leveraged this tent-pole DVD release at **eight** retail accounts including Safeway, SUPERVALU, HEB, Fred Meyer/Fry's, Hollywood Video, Meijer and Rite Aid. Fusion secured partners such as Nestle, Diamond Foods, Dr Pepper, General Mills, Jolly Time, PepsiCo, Mott's Apple Juice, Con Agra Foods, Hershey's, Beaches Resorts and Delta Vacations. All retail offers were designed to drive sales and meet specific account needs and included: buy/get offers, in-store POP, circular ads, cross merchandising, and sweepstake overlays.

Entertainment Marketing

Fox Home Entertainment - X-Men Origins: Wolverine

Fox was in need of a grocery strategy for their DVD release of *X-Men Origins: Wolverine*. Fusion locked in a rich consumer offer with AMP Energy Drink, division of PepsiCo. This promotion included a gate fold ad, in-store POP, cross merchandising, and was even featured in the Oregonian newspaper. PepsiCo and Fox are already working on 2010 programming via Fusion.



Entertainment Marketing

Sony Screen Gems - "Armored and Tom's Snacks" Sweepstakes

Fusion created and managed the Tom's-Armored "Break the Bank" promotion in support of the Armored theatrical release. The promotion was featured for 7-weeks on the nationally syndicated John Boy & Billy Radio Show. Program exposure included live on-air endorsements, on-line, and in-store POP in over 25,000 C-stores and Grocery retailers. Sweepstakes prizes included a trip to the Hollywood Movie Premiere, Sony Electronics Packages, and additional movie prizes given away on-air over the course of the promotion.

