

A full-service marketing and promotional agency, Fusion has become an agency of choice with its unique knowledge and relationships in the entertainment, retail and consumer products fields.

Here is a snap shot of what Fusion can do for your company.

CASE STUDY

Client: Fox Home Entertainment / Carson Travel / Hollywood Video

Project: 27 Dresses DVD Release

Challenge:

Fox Home Entertainment needed a creative way to drive sales of its DVD release of *27 Dresses*. They also wanted to employ the radio medium to leverage in-store program execution.

Solution:

Fusion created and planned a multiple market radio campaign to help promote the *27 Dresses* Romantic Getaway Sweepstakes featuring an offer from another partner, Carlson Travel. Fusion sent out the :60 radio copy to top radio stations in the highest volume Hollywood Video markets where the sweepstakes was executed and had each radio station produce the spot over a two week flight. Carlson Travel was tagged in each spot in exchange for providing the trip giveaway to the all-inclusive Sandals Inn, Montego Bay Jamaica. Fusion coordinated all the sweepstake details including the getaway for the lucky winners.

