

## CASE STUDY

**Client:** FOX Home Entertainment

**Project:** Alvin and the Chipmunks  
“The Squeakquel”

**Challenge:**

Fox needed CPG support at grocery and wanted to make the Alvin 2 promotion more of an in store event, getting the retailers behind the DVD release.

**Solution:**

Fusion secured for Safeway- Frito Lay, Pepsi and Hershey’s and delivered a two week in store event around Easter with a featured ad and multiple points of purchase in store for all partners. The studio also created additional POP for the DVD shippers. Redemption was game changing for this account and the offer was a bundled offer vs. a Buy Get offer.

Fusion also secured Mott’s Apple Juice for all HEB stores, customers who bought the DVD got a free 64 oz juice, the retailer provided an ad and incremental display for Mott’s. The Fred Meyer and Fry’s offer was with Act II and Crunch ’n Munch, the retailer did a great job with in store execution for all parties.

Redemption for all participating retailers exceeded all studio expectations.

