

## CASE STUDY

**Client:** Sony Screen Gems / Tom's Snacks

**Project:** *Armored* theatrical release

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.

