

CASE STUDY

Client: FOX Home Entertainment

Project: AVATAR - DVD Release

Challenge:

Fox Home Entertainment looked to Fusion to deliver an exclamation mark in the grocery channel for their release of the the #1 worldwide box office title holder, AVATAR.

Solution:

Fusion secured the national partner Coca-Cola at Safeway, Kroger and HEB, and secured other CPG partners including Diamond Foods, Con Agra, Hershey's and Nestle to deliver account specific promotions at Kroger (including Fred Meyer and Fry's) , Safeway, SUPERVALU, and HEB.

Each promotion was crafted to meet the needs of the specific grocery account. The end result was stellar DVD sales, national ad support (including multiple ads in some accounts,) groundbreaking merchandising support, and detailed in-store communication. CPG partners also reported amazing trial numbers, significant gains, and the highest redemption in DVD history!

