



CASE STUDY

Client: Sony Pictures Home Entertainment

Project: *Cloudy with a chance of Meatballs*

Challenge:

Sony turned to Fusion to secure and execute a family-friendly promotion at HEB to compliment the Golden Globe Nominated release.

Solution:

Fusion contacted their friends at Tootsie Roll and brokered an account specific promotion that rewarded shoppers with (3) FREE theater-sized Junior Mints and or DOTS candy's for their purchase of the DVD.

The promotion was executed via in-store coupons and both Sony and Tootsie benefited from ad support, a custom lug-on, and merchandising space. Tootsie is already awaiting the next entertainment option from Fusion.

