

CASE STUDY

Client: Screen Gems

Project: *Dear John* Theatrical Release with e.l.f. Cosmetics

Challenge:

Screen Gems was looking for a promotion for their upcoming movie release of "Dear John". Fusion brought to the table e.l.f. Cosmetics as a partner.

Solution:

Fusion secured e.l.f. Cosmetics as an online partner. E.l.f. ran a 6 week on line Sweepstakes with 1.8 million impressions, where one lucky winner could invite 100 of their friends to a private Home Town Screening to see the Dear John movie. Secondary prizing was also provided by the studio for e.l.f. subscribers who entered the on line Sweepstakes. E.l.f. also promoted the Sweepstakes by sending an email blast to all of their members and also created a special on line banner AD featuring the campaign and Movie Trailer. E.l.f. created the make up look from the movie, so their customers could purchase the e.l.f. make up on-line to get Amanda Seyfried's "look". A Social Media campaign ran during the contest period that included (Blog, FB, YT and Twtr) as well as other PR efforts that e.l.f. helped coordinate around the Dear John Promotion.