

CASE STUDY

Client: Fox Home Entertainment

Project: *Horton Hears A Who* DVD release

Challenge:

Fox Home Entertainment needed retail support to ensure positive sales for their tent pole theatrical release of *Horton Hears a Who*.

Solution:

Fusion immediately secured offers at Rite-Aid, Kroger, Safeway and HEB retailers. Depending on the retailer, customers received one of several Nestle®, Kellogg's®, Jolly Time® Pop Corn, L'Oreal® and Dr. Pepper® products with the purchase of the *Horton Hears a Who* DVD. Fusion facilitated a mixture of promotional offers supported by circular ads and incremental merchandizing.

