

CASE STUDY

Client: Mars PetCare / Good Bites

Project: Account-specific Promotion Featuring *Hotel for Dogs* DVD Release

Challenge:

After years of working with Fusion, Mars Pet Care decided it was time to allow Fusion to tap into Hollywood and deliver a promotion for their GoodBites™ product that would set them apart from other pet companies at lead retail accounts.

Solution:

Mars Pedigree® brand has an existing national tie-in with Paramount pictures for their theatrical release of *Hotel for Dogs*. Our program brought this synergy down to the account level where sales are made. We set up a national IRC offer for a free bag of GoodBites™ with the purchase of the *Hotel for Dogs* DVD. The program was executed at Kroger, Fred Meyer, Safeway, Raley's and Save Mart and was promoted via retailer circular ads and incremental displays.

