



CASE STUDY

Client: Diamond Foods, Pop Secret

Project: How to Train Your Dragon - DVD promotion

Challenge:

Pop Secret asked Fusion to extend the success of entertainment marketing from grocery to mass.

Solution:

Fusion executed an IRC promotion hosted at Target that leveraged the Pop Secret brand within Target as a compelling and unique way to promote to the Target shoppers. Pop Secret was very pleased with the high redemption and overall movement for their brand. Fusion and Pop Secret are already negotiating the second Target offer to be released in 2011.

