

CASE STUDY

Client: Universal Home Entertainment
Project: *The Incredible Hulk* DVD release

Challenge:

Although Fusion has worked with just about every major studio, Universal was the one that got away...until *The Incredible Hulk* came along. For this huge release, Universal needed an effective strategy in developing and deploying the *The Incredible Hulk* DVD cross-promotions at the key grocery accounts. Enter Fusion.

Solution:

Fusion developed a unique strategy for marketing *The Incredible Hulk* at retail level which included multiple merchandizing opportunities and POP marketing tactics. We also tapped into our consumer package good companies (CPG) roster to invite Interstate bakeries, which had *The Incredible Hulk*-branded Hostess® Cakes, Kraft®, Kellogg's® and Pepsico®, to complete offers. The program resulted in an incremental sales increase. How big? We can't give out specifics in this case but we can tell you that Universal is currently in discussion with us for future offers.

