

## CASE STUDY

**Client:** Fox Home Entertainment

**Project:** *ICE AGE: Dawn of the Dinosaurs*  
DVD Release

Fusion leveraged this tent-pole DVD release at eight retail accounts including Safeway, SUPERVALU, HEB, Fred Meyer/Fry's, Hollywood Video, Meijer and Rite Aid. Fusion secured partners such as Nestle, Diamond Foods, Dr Pepper, General Mills, Jolly Time, PepsiCo, Mott's Apple Juice, Con Agra Foods, Hershey's, Beaches Resorts and Delta Vacations. All retail offers were designed to drive sales and meet specific account needs and included: buy/get offers, in-store POP, circular ads, cross merchandising, and sweepstake overlays.

