



CASE STUDY

Client: Diamond Foods, Pop Secret

Project: Iron Man 2 - DVD promotion

Challenge:

Pop Secret asked Fusion to secure the promotional rights with one of Hollywood's hottest titles to close out Q3 fiscal plans at primary grocery accounts.

Solution:

Fusion worked side by side with Paramount and executed strong consumer offers at Kroger, Safeway, SUPERVALU, and Hy-Vee. Pop Secret was very pleased with the solid merchandising across the board and overall retail support. The promotions were executed through a combination of IRC's as well as Shopper Card programming. Iron Man 2 DVD sales posted healthy gains in grocery and once again, Pop Secret and Fusion celebrated strong compliance and success for the Pop Secret brand. All four of these accounts will be revisited in 2011.

