

CASE STUDY

Client: Lance Inc.

Project: Lance® Pop Corn: On-pack Brand Initiative Featuring *Fred Claus* DVD Release Promotion.

Challenge:

Lance Inc has been our preferred CPG partner for several years. They wanted to expand from the account specific arena and deploy a national DVD tie-in during the holiday season. Lance also needed this national promotion to support a new product launch for their bagged popcorn line.

Solution:

Fusion partnered with Warner Home Video for its recent release of *Fred Claus*. To orchestrate the promotion, we developed a national on-pack and sweeps overlay that was used at over 15,000 retailers including C-Store, Mass (Wal Mart,) and other grocery retailers. Although we can't provide specific sales data, we can say that we are currently working on their second national DVD partnership.

