

A full-service marketing and promotional agency, Fusion has become an agency of choice with its unique knowledge and relationships in the entertainment, retail and consumer products fields.

Here is a snap shot of what Fusion can do for your company.

CASE STUDY

Client: Fox Home Entertainment

Project: *Marley & Me* DVD release

Challenge:

Fox Home Entertainment needed to bring in partners to help promote the March 2009 DVD release of *Marley and Me* across multiple retailers.

Solution:

Fusion created a multi-partner, multi-prong program that targeted the three accounts of interest, Safeway, Kroger and SuperValu.

For Safeway, Fusion put together an offer that gave customers free Sunkist® Orange, A&W® Root Beer and Keebler Chips Deluxe Cookies® products at the time of purchase. The campaign was supported by an e-blast sent out to 300,000 customers promoting the special offer. Shelf talkers and displays put up throughout the store further communicated the special offer.

For Kroger, Fusion developed an offer consisting of free M&M's® and Jolly Time® Pop Corn. All participating divisions ran a circular ad and the event was corporately supported with great displays and in-store execution.

SuperValu customers received two free bags of Twizzlers when they purchased the DVD. The offer was also supported by a circular ad and special point-of-purchase collateral.

As a result of this seamlessly executed program, the *Marley and Me* DVD release was a huge success across all retailers.

