



CASE STUDY

Client: Fox Home Entertainment

Project: *Night at the Museum 2* DVD Release

Challenge:

Fox hired Fusion to find promotional partners across multiple retailers to create special offers around the NATM 2 DVD release to help increase overall sales.

Solution:

Fusion secured CPG offers Nationally at Safeway, Kroger, HEB, Fred Meyers, Fry's, Stop N Shop, Rite Aid and Hollywood Video/Movie Gallery locations.

The offers included "Buy the DVD and receive X for Free at these accounts." Hollywood Video and Movie Gallery ran a Sweepstakes with Delta Vacations that Fusion helped coordinate. Other Partners that Fusion secured to create these account specific offers with the NATM 2 DVD release were: Hershey, Frito Lay, Pepsi, Post Cereal, Con Agra Foods, P&G and Dr Pepper.

The promotions were communicated in the retailers circular, custom POP and executed via the retailers club cards or via an in store coupon.

