Fusion Promotional Marketing, Inc.
Powering Marketing and Promotional Partnerships

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: Diamond Foods, Pop Secret

Project: Shrek Forever After - DVD promotion

Challenge:
Pop Secret wanted to continue the strength of entertainment marketing at SVU.

Solution:
Fusion crafted an account specific offer that rewarded shoppers with a FREE 3ct of Pop Secret and theater box of Hershey's candy. The offer was executed via an IRC that was applied to the DVD units and communicated through a circular ad and custom lug on attached to the DVD corrugate. The offer gained Pop Secret with an incremental product order as well as front lobby merchandising. The Pop Secret SVU team is already working on future 2011 programming alongside Fusion.

SUPERVALU

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