



## CASE STUDY

**Client:** Fox Home Entertainment / Hollywood Video / Planet Hollywood Hotel & Resort

**Project:** In-store Sweepstakes Featuring *What Happens In Vegas*

**Challenge:**

Fox Home Entertainment needed an effective mixed media campaign to help launch the DVD release of *What Happens in Vegas* in all Hollywood Video locations.

**Solution:**

Fusion created an in-store consumer sweepstakes for all Hollywood Video and Movie Gallery locations nationwide featuring an all-inclusive trip with all the bells and whistles for two lucky winners provided through a partnership with Planet Hollywood Resort and Casino. The campaign included a robust radio buy, as well as in-store POP, online sponsorship, banner ads and print advertising in retailer's own magazine. As a value-add, Fusion was able to secure a special hotel offer for a stay at Planet Hollywood for Hollywood Video customers, available through banner ads on Hollywood Video website.

