

FUSION

PROMOTIONAL MARKETING

FUSION FLASH June 2018 in Stores Now

Fusion proudly brokered, managed and executed these National Shopper Marketing Campaigns between Studios & Consumer Products Brands.

Hotel Transylvania 3 Pop Secret/Lance Crackers – National Promotion



National promotion includes social media campaign by both brands to promote special customer offer & partnership across multiple retailers.

Pop Secret and Lance custom shippers featuring Hotel Transylvania 3 + Special Fandango offer featured on the shippers for customers who purchase select product.

Fandango Promotion Hershey/Twizzler – Kroger



Buy \$5 of Twizzlers at participating Kroger stores and receive a Free \$6 Fandango Now code!

Shopper marketing program between Fandango and Hershey to create a consumer incentive to drive sales of Twizzlers during the summer months.

I Can Only Imagine Brookside Chocolate – Kroger



Customers who buy the DVD receive a free bag of Brookside Chocolate and a Schick Razor at time of purchase.

Lionsgate DVD release with Brookside Chocolate at Participating Kroger Divisions.

Fusion Promotional Marketing
Connecting ENTERTAINMENT and CONSUMER BRANDS
through GROCERY & MASS RETAIL promotions.

For more information on how your brand can partner
with a theatrical release, contact us today.

