

FUSION

P R O M O T I O N A L M A R K E T I N G

FUSION FLASH January 2019

Incremental Sales Skyrocket for Shopper Marketing Promotions in 2018

The collaboration between studios home and theatrical releases and consumer brands to create in-store promotions continued to drive incremental display support and sales in 2018. Big box office releases and top consumer brands reaped the benefits.



Mission Impossible 6

Hershey – Kroger | Fred Meyer
Welch's Fruit Snacks – Albertsons



Mamma Mia! Here We Go Again

Hershey
Kroger | Fred Meyer



Jurassic World: Fallen Kingdom

Hershey/Pop Secret – Meijer
Pop Secret – Kroger | Fred Meyer
Brownie Brittle/Hershey/Pop Secret – HEB
Brownie Brittle/General Mills – Albertsons



Hotel Transylvania 3

Pop Secret & Lance Crackers
National Promotion

Consumer brands that participated in Fusion Shopper Marketing programs realized incremental display for their brands, circular or online ad support and point of purchase promotions in store that provided increased sales for the studio, the brands and the retailer.

Fusion Marketing 2019 Predictions for Home and Theatrical Movie Release Partnerships

- In-Store sales of DVD/Blu-Ray will continue to be incremental sales drivers for consumer brands willing to collaborate with studios.
- Collaboration between Studio and Brand partners who bring creative promotions to General Merchandise display space will continue to drive incremental sales for DVD/Blu-Ray/Theatrical releases and consumer brands.
- Digital Ad Platforms will play an increasingly more significant role in promoting studio and consumer brand collaboration.



Did You Know?



- Consumers spent \$4.7 Billion on DVD/Blu-Ray Discs in 2017
- 360 Million DVD/Blue-Ray purchase transactions in 2017
- 76% of all households have purchased a DVD/Blue-Ray in the last 6 months
- 73 Million active DVD/Blue-Ray purchasers in the U.S.
- 76% of movie buyers purchase physical products; 17% purchase both physical and digital; 7% purchase digital only

Note: Most recent data
Source: Ingram Entertainment

Fusion Promotional Marketing is Looking for Consumer Brand Partners for 2019-2020 Home Entertainment and Theatrical Releases

Fusion Promotional Marketing has been tasked with finding the right consumer brand partners for several Home Entertainment releases in 2019 and 2020.

Interested? If so, contact us at:
Info@FusionPromos.com or call (949) 482-1963 ext. 101.



Interested in Working with Fusion Promotional Marketing? Contact us today.

Do you know someone who could benefit from our quarterly Fusion Flash announcements? If so, send us an email at: Info@FusionPromos.com.

