

PROMOTIONAL MARKETING FUSION FLASH

We connect brands, retailers and studios via multi-tiered promotional marketing

Here are some highlights from 2020!

Retail Promotions

2020 was a tough year for all of us, and we are happy to move on to a brighter year ahead! Hollywood was also hit hard, due to the Pandemic. With many New Releases being shifted to 2021 and beyond. However, retailers and studios were still having success with providing Entertainment through their DVD and Blu-Ray releases.

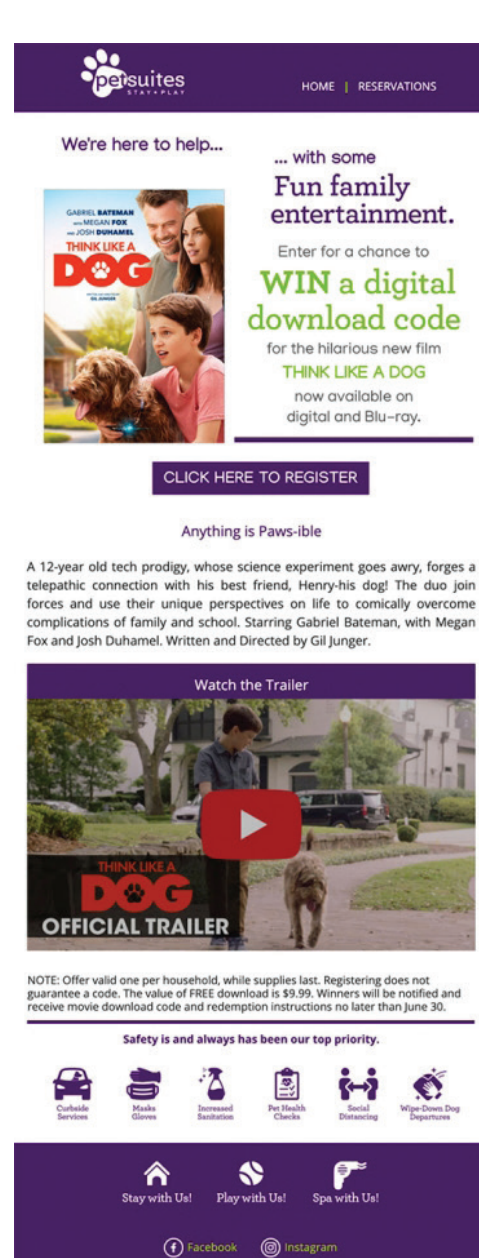
With customers looking for new ways to safely entertain at home, retailers were able to fill a void with providing catalog releases, as well as new releases in store to fulfill their customer's needs. These promotions helped drive sales within general merchandise and grocery categories with partner tie in offers.

Offering a Movie and A Snack solution to customer's, CPG Brands that partnered with these releases at top grocery retailers, obtained incremental display front of store next to the DVD shippers, as well as circular Ad and Point of Purchase support to call out the offer.



National Promotions

Fusion Promotional Marketing was excited to kick off its partnership with PetSuites and Lionsgate with the release of "Think Like A Dog". PetSuites offered their customers some fun family entertainment by offering a sweepstakes of a digital download of the movie. Promoting the special offer through their social outlets, email blasts and website. Anything is Paws-ible!



Fusion announced its holiday promotion this past November, with Original Sprout and Universal Pictures Home Entertainment. Original Sprout who offers a complete line of safe, effective, dermatologist tested, 100% vegan, hair and body products for the entire family, was pleased to announce its partnership with the Theatrical anniversary. Original Sprout customers were invited to enter an on-line Sweepstakes, where fifteen lucky winners received the "Grinchmas Edition" of "Dr Seuss' How the Grinch Stole Christmas" Blu-ray + DVD Combo packs along with Original Sprout product.



FUSION PROMOTIONAL MARKETING

To learn about how we connect brands, retailers, and movie studios go to FusionPromos.com

FUSION Promotional Marketing is looking for partners for upcoming 2021 Home Entertainment and Theatrical Releases.

Interested? Contact us: Info@FusionPromos.com | (949) 482-1963