

PROMOTIONAL MARKETING Fusion FLASH

Spring into April...

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

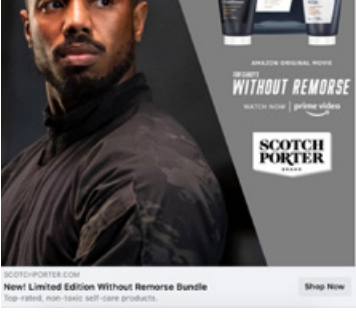
Here are some highlights from 2021!

National Promotions

Is another great way to get your Brand connected to Hollywood, whether it be with upcoming theatrical releases or streaming platforms. There are a lot of creative ways to integrate your brand while developing special content for your audience to help promote your Brand.

Contact Fusion and let's collaborate together!

Below are examples of how you can integrate your Brand with Entertainment.



Prime Video Without Remorse Partners with Scotch Porter

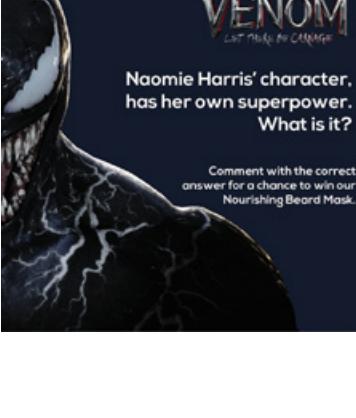
Fusion was able to collaborate with Prime Video with their hit release Without Remorse along with Scotch Porter Men's Grooming line. Scotch Porter was able to build a campaign around the release to help drive sales with thematic items from their line. This provided them with creative content for their social platforms, e-commerce, emails blasts and magazine that was unique to their brand, along with being involved with Prime Videos stunts hitting top markets like New York and Canada. Scotch Porters Influencer crew also got involved and received prize packs to promote the partnership!



Ghostbusters Afterlife and Pop Secret

Pop Secret was a National partner on Sony's theatrical release Ghostbusters Afterlife!

Pop Secret created a National campaign around the highly anticipated release that included on-pack Ghostbuster creative on their 6 & 12 ct of popcorn, along with custom shippers and POP in all of their retailers. Pop Secret also featured social posts on their platforms around the release and featured a custom Ibotta coupons to help push sales around the promotional timeframe.



Venom Blu-Ray Partners with Scotch Porter

For a Holiday collaboration, Scotch Porter partnered with Sony on their Venom Home Entertainment release in December. Scotch Porter promoted their new Men's Bread Mask and celebration of the Bu-Ray release around the holidays and provided surprise and delight prizes to their customers across their social platforms in support of the release. Which also included an Influencer campaign, where Scotch Porter sent Venom prize packs out for the launch.



Original Sprout Kicks off the Year with Hotel Transylvania: Transformania

What better way to start the New Year with a fun campaign around Prime Videos Release of Hotel Transylvania: Transformania! Original Sprout was able to creative fun content to engage their customers with fun trivia and using the popular characters to create their social posts and email blasts. Customers were invited to enter for Hotel T prize packs!

Retail Promotions

Retail Promotions at Kroger, Fred Meyer, Albertsons and Meijer are still going strong as consumers continue to buy Hollywood's biggest Blu-Ray releases to have an In-Home Movie Experience.

These promotions are still designed to help drive sales within general merchandise and grocery categories with partner tie in offers. Where displays are getting harder to obtain in grocery for Brand, these promotions still provide incremental display space front of store for CPG Brands including ad support and Point of Purchase for participating brands.

