

# PROMOTIONAL MARKETING FUSION FLASH

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

Here are some highlights from 2022!

Fusion is excited to share how they brought Brands together with Hollywood in 2022.

Contact Fusion and let's collaborate for 2023 and beyond!

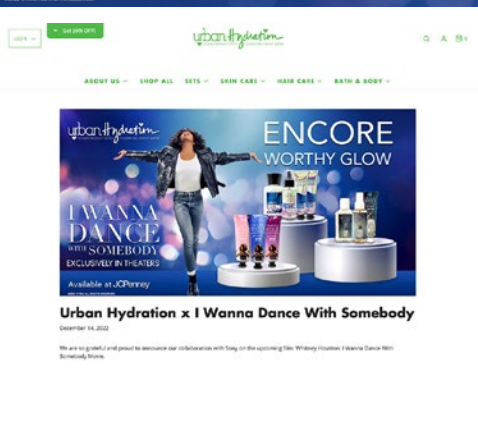
Below are examples of how you can integrate your Brand with Entertainment.



### Whitney Houston: I Wanna Dance With Somebody Collaboration with Urban Hydration

In celebration of the upcoming film, I Wanna Dance with Somebody, and the legacy of Whitney Houston, Urban Hydration launched an exclusive collection of skin, body, hair, and hand cream products at JC Penney.

The National promotion consisted of custom holiday gift sets with on-pak creative around the movie release with Sony Pictures, social and digital posts on both Urban Hydration and JC Penney sites, website banners, custom in store signage at JC Penney during the busy holiday months in prime real estate, retailer circular and digital ads, an influencer outreach campaign, a consumer sweepstakes giveaway that consisted of movie tickets and a dinner and a shopping spree, a livestream event with guest speakers from the studio, JCP and Urban Hydration, a launch party event at JC Penney in Dallas, a private retailer screening of the movie and tons of great PR and News coverage for the minority owned small business that was a huge win that garnished tons of excitement, awareness and sales for the beauty brand!



### Spiderman No Way Home Home Entertainment release with Urban Hydration

Urban Hydration partnered with the Spiderman No Way Home Blu-Ray release by creating branded Movie Night Kits. A national social and digital promotion was created providing consumers the opportunity to win amazing prizes tied to the release.

This promotion helped the brand by increasing their overall social impressions and awareness of the brand that was also promoted on Sony's pictures social platforms, all designed to help move product with the movie night theme for the family.

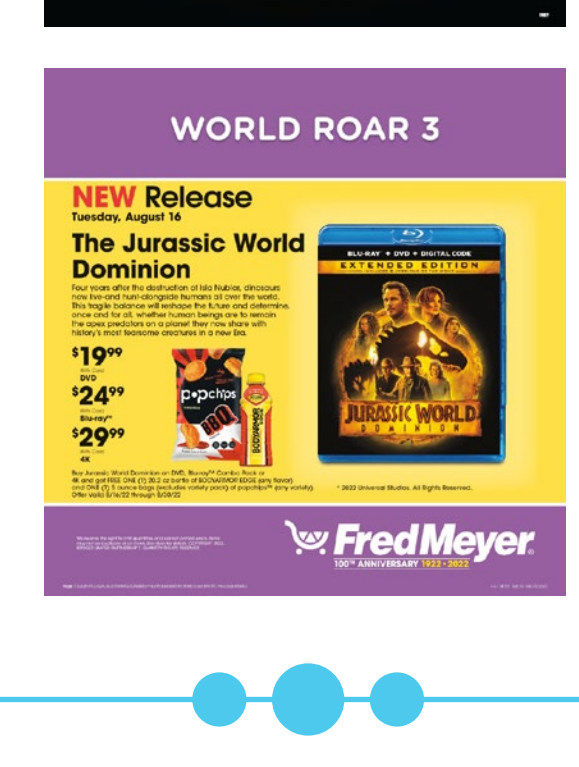
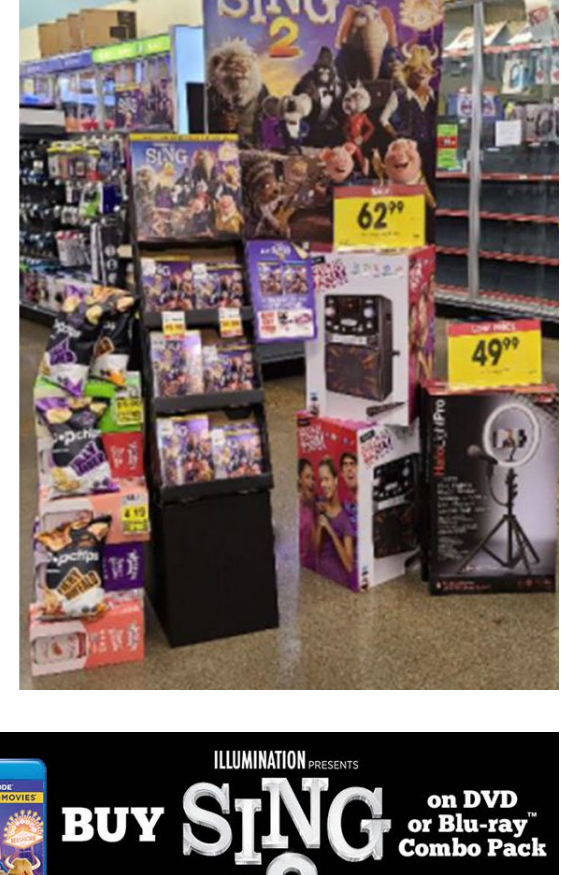
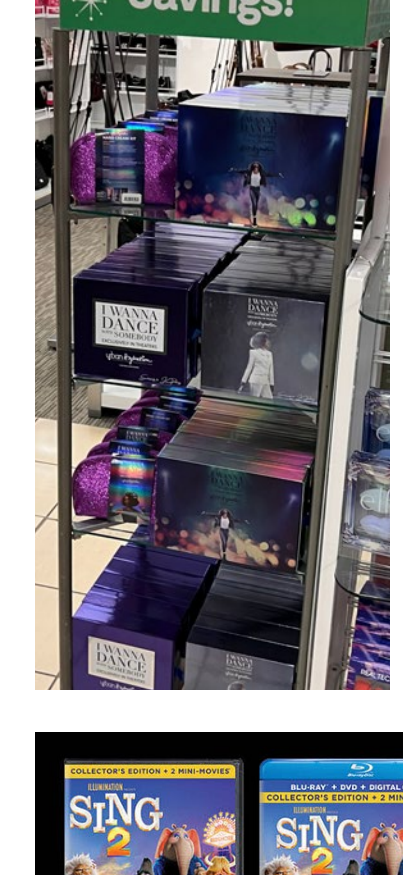


“Karen is highly communicative and super detail-oriented person. Karen will hold your hand throughout the entire process. She is super fun to work with and she is a fantastic liaison that helps her clients navigate the complexities of large scale campaigns and sponsorships.”  
Psyche Terry  
Founder, Urban Hydration

## 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 the best way for CPG brands to obtain front of store incremental display support. They are great for increasing sales, trail and providing a brand that has a hard time getting displays in store. These tie in's deliver in store ad support and POP for participating.



# 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 2023 Home Entertainment and Theatrical Releases. Interested? Contact us: Karen@FusionPromos.com | (949) 482-1963