

# PROMOTIONAL MARKETING

# FUSION

# FLASH

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

Here are some highlights from 2024!

Fusion is excited to share how they brought Brands together with Hollywood in 2024.

Contact Fusion and let's collaborate for 2024 and beyond! Below are examples of how you can integrate your Brand with Entertainment.

## National Promotions

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

### Popchips and Sony Pictures

IT'S PURRFECT: POPCHIPS NACHO DEBUTS AS GARFIELD'S NEW FAVORITE SNACK

The Popular Chip made Its Theatrical Movie Debut In The Garfield Movie In May And Celebrated With A Limited-Edition Garfield-themed Bag, A Larger Than Life Mural, And More

Popchips created a limited-edition Nacho bags featuring a smug Garfield on the front. The bags were at select retail locations of Walmart, Aldi, Sprouts, Stop & Shop, Giant Eagle, Redner's, Fresh Thyme, Cub Foods, Hy-Vee, Festival Foods, and more.

In the new movie, Garfield is shown lounging and noshing on Popchips Nacho and popcorn while watching cat cooking videos.

To celebrate Garfield's new favorite snack, Popchips hosted a Hometown Screening Sweepstakes. Popchips also offered fans a chance to engage with Garfield on TikTok and Instagram through augmented reality filters and games.

Popchips also created a bold mural wall off Melrose as part of the campaign where they sampled product and created a picture opportunity for passersby.



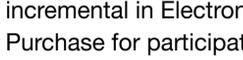
### Peak Season and Jeep Dealerships

The theatrical release of Peak Season which hit select markets partnered with Jeep Dealerships in WY where the movie took place.

Customers who took a test drive during the promotional period received a Free Download of the Movie. The dealerships celebrated the movie with in store monitors that played a :30 spot as well as sent out email blasts and called out the special offer on their social platforms.



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## Retail Promotions at Fred Meyer

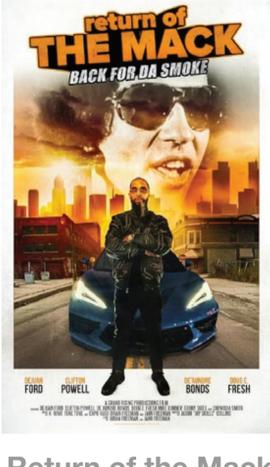
These promotions are still designed to help drive sales within general merchandise and grocery categories with partner tie in offers. Where displays are getting harder to obtain in grocery for Brand, these promotions still provide incremental in Electronics for CPG Brands including ad support and Point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



## Looking for Partners for 2025 Releases



Zombie Plane out in Summer 2025



Return of the Mack out in Fall 2025

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

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FUSION Promotional Marketing is looking for partners for upcoming 2025-2026 Home Entertainment and Theatrical Releases.

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

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