

ALH - Movie Brand Partnership



CLIENT:



OVERVIEW:

ALH wanted to provide customers with an attractive offer, increase sales and obtain competitive advantage.

SOLUTION:

Customers who purchased a Turbo kids meal at any participating ALH venue received a scratch card to download a single child's movie ticket to Turbo.

BENEFITS:

- Fully customised website created
- Provided a post promotional analysis
- Electronic delivery, limiting unnecessary fulfilment
- IP on all marketing point of sales collateral
- Leveraged engaging Turbo film

