

Swisse - Shrek Movie Offer



CLIENT:



OVERVIEW:

Swisse needed to deliver a trade promotion targeting a family demographic which would secure key retail positioning in Chemist Warehouse.

SOLUTION:

Hollywood Movie Money introduced Dreamworks and the movie franchise Shrek to ensure a high impact in store visual and a very appealing gift with purchase.

BENEFITS:

- Swisse was able to leverage a powerful film property
- No license fees required for film association
- Redeemable at almost all cinemas Australia wide
- Electronic delivery
- Redemption based pricing

