

Fix-a-Form case study: Paramount Home Entertainment

Issued by [Pyrotec](#)

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Who doesn't love dinner and a movie, especially when you get to enjoy it on your own couch?

In order to provide DVD viewers with added value for choosing their products, Paramount Pictures in the UK launched a 'Movie Feast' campaign that offered discount vouchers for a range of food and drink brands that were ideal for enjoying during a relaxing home entertainment experience.



These included Häagen-Dazs ice-cream, Old El Paso dinner and snack kits, and Shloer sparkling juice drinks. By teaming up with these popular food and drink manufacturers, Paramount Pictures was able to incentivise audiences to choose their DVDs and also reward them for their loyalty.

In order to target the campaign at DVD viewers only, Paramount Pictures chose to attach the discount vouchers to their DVD cases. They achieved this by partnering with Fix-a-Form® licensee, Denny Bros UK, to create a series of promotional Fix-a-Form® extended text labels. Two different versions of this device were produced and applied – one for the Republic of Ireland and the other for the UK/Northern Ireland.

Each extended text label incorporated three separate perforated discount vouchers. These included: £1 off Old El Paso products; £1 off 500ml tubs of Häagen-Dazs Chocolate, Pralines & Caramel or Choc Choc Chip; and 30p off a single purchase of any flavour of Shloer.

Customers could easily tear off these perforated coupons and use them to redeem the ingredients for their Movie Feast!

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