

BIG MOVIE, BIG PROMOTIONS

VERTICAL SOLUTIONS



Retailer Exclusive Offers
Included special in/on-pack premiums, packaging and offers



Warner Home Video supported the DVD release of *The Dark Knight*™ through a variety of attention-grabbing promotional tactics developed and managed by Vertical Marketing Network. Retailers received exclusive in/on-pack premiums to create release day excitement. A tie-in with national pizza giant Papa John's delivered further awareness and a big sales driving offer. **The results – The Dark Knight shattered all-time Blu-Ray Disc and standard DVD sales records and was the number one best selling DVD release of 2008.**

Strategic Alliance with Papa John's™
Included broadcast, print, direct mail, online and point-of-sale support