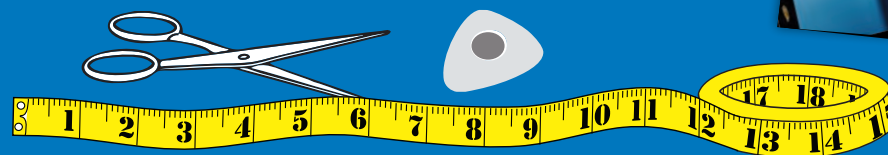


tailor made

It takes real craftsmanship to create retail-specific programs that are a perfect fit, joining together the featured product with the desires of consumers at a variety of major accounts. Multiple customized retail programs for the Warner Bros.® tent pole DVD release, *The Dark Knight™* were successfully designed and managed in true buttoned-up Vertical Marketing Network fashion.



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To create and custom fit action-packed, sales-driving promotions for a myriad of key retailers that matched the drama of the DVD release of the highly successful movie, *The Dark Knight™*, provided an exciting challenge for Vertical Marketing Network. The agency team created limited-time account exclusive promotions that were tailor made to motivate key retailers and *The Dark Knight* fans. The Warner Bros® client looked to Vertical Marketing Network to sew up all the details for each of the customized, sales-driving programs.

How it Worked

Based on in-depth research, Vertical Marketing Network worked with licensees and vendors to develop an intriguing and targeted menu of account exclusive promotional packs. Key retailers were offered their choice of promotional support programs for a limited-time basis. Because a Best Buy® consumer might be tech savvy, a Walmart® consumer might be price-conscious, and a Toys R Us® consumer might fall into the younger end of the demographic, it was essential that the account exclusive promotions perfectly fitted the retailer and their consumer experience.

Key Take Away

Vertical Marketing Network ensured each key account had an exclusive, compelling offer that could be easily communicated to the accounts' customer base. All key accounts participated and supported the account exclusive promotions with increased DVD orders and heightened backing for their programs with in-store merchandising, circular ads and even some buzz-worthy midnight events specifically to showcase and sell the limited-time promotional packs. With a variety of professionally custom tailored programs specifically for each retailer, it's no wonder that *The Dark Knight* DVD had the highest sales of any title to its release date.

