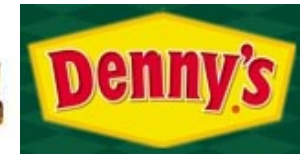
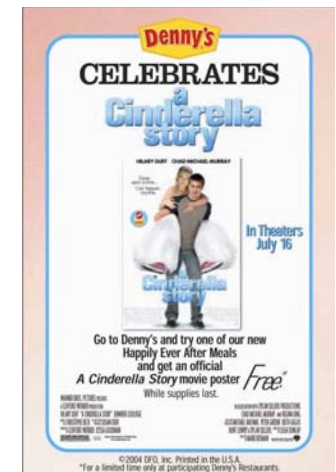


# Case Study

## Denny's A Cinderella Story Invitation Handouts/Posters



- **Client** Denny's/Warner Bros.
- **Objective** To promote the partnership between Denny's and A CINDERELLA STORY
- **Solution** Produced and distributed invitation handouts for distribution at movie theatres promoting offer to receive a free A CINDERELLA STORY movie poster at Denny's locations with the purchase of a "Happily Ever After" meal.
- **Scale** Distributed 1.37mm sticker handouts at 986 theatres and 850,000 movie posters at Denny's locations
- **Location** Top circuits across U.S. & Canada



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