

Spider-Man 3 Concession Program



Solution: Created a variety of concession products, premiums and point of sale materials branded with Spider-Man 3 graphics to place in circuits

Media: Produced, placed and distributed drink cups, popcorn bags, paper and plastic popcorn tubs cartons & point of sale materials including ceiling danglers, static clings, table tents & screen slides. Also produced Spider-Man3 character cup topper premiums for sale internationally.

Scale: 95 Theatre Circuits, 1,400+ Theatre Locations participated in the U.S. and Canada alone
12mm concession units sold internationally
20 countries reached through promotion
4.9mm POP impressions
29 unique products produced

Key Circuits: Cineplex, Carmike, Kerasotes, Mann Theatres, Marcus, Pacific Theatres, Harkins, Wallace