



## Case Study

### Superman Returns Concessions

Generate awareness of the SUPERMAN RETURNS theatrical release and EA Superman Returns video game, drive sales of Pepsi products in theatre and promote the Kodak Gallery.

#### Solution

Teamed up with WB, EA Games, Pepsi and Kodak to produce collectible concessions products with exciting Superman graphics and a peel & win prize on all drink cups.

#### Products

Produced, sold and distributed 32oz & 44oz drink cups, popcorn bags, plastic tubs and point of sale materials to theatres.



Drink cups had a peel & win game piece with a code to be entered at a Pepsi Superman website for a chance to win \$1 million, EA Superman Returns videogame, a \$10 check, Kryptonite Crisis board game and other Superman themed items from Mattel.

#### Scale

1.31mm 32oz/44oz paper cups 1.76mm popcorn bags  
713m 32oz/44oz plastic cups 83m plastic tubs  
Point of Sale (concession danglers and screen slides)  
added an estimated 11.3mm impressions



#### Key Circuits

Cinemark, Natl Amusements, Century,  
Pacific, Harkins

