



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

