

# EXECUTION EXCELLENCE

## *“MAKE BELIEVE” THROUGH MOTION PICTURES*

**C**ROSSMARK assisted Sony Pictures with the launch of their largest blockbuster release in 7 years. The team’s task was to secure maximum dedicated and incremental shelf space for all SKU’s associated with the Twilight movie release. Utilising the resources of a dedicated client manager, requirements outlining the 3-week execution were communicated to the field team. The pre-sell commenced two weeks prior to the on shelf date. Then POS was implemented the week prior to execution, with product execution taking

place over 3 days with 95% of visits to be completed in the initial 3 days. Large, impactful, overhead poster displays were set up at store/department entries, along with secondary pieces of Point of Sale throughout impulse purchase locations store-wide.



100% COMPLIANCE FOR STOCK ON SHELF LEAD TO MAKING THIS PRODUCT THE STRONGEST PERFORMING TITLE IN 5 YEARS WITHIN AUSTRALIA IN THE FIRST WEEK OF RELEASE. THIS RESULT **EXCEEDED SALES TARGETS IN EXCESS OF 30%** AND WAS SONY PICTURES’ 2ND HIGHEST SELLING NEW RELEASE OF ALL TIME AND THE 5TH OVERALL BEST SELLING AUSTRALIA RELEASE.

