

# Fix-a-Form case study: Paramount Home Entertainment

Issued by [Pyrotec](#)

20 Apr 2016

Who doesn't love dinner and a movie, especially when you get to enjoy it on your own couch?

In order to provide DVD viewers with added value for choosing their products, Paramount Pictures in the UK launched a 'Movie Feast' campaign that offered discount vouchers for a range of food and drink brands that were ideal for enjoying during a relaxing home entertainment experience.



These included Häagen-Dazs ice-cream, Old El Paso dinner and snack kits, and Shloer sparkling juice drinks. By teaming up with these popular food and drink manufacturers, Paramount Pictures was able to incentivise audiences to choose their DVDs and also reward them for their loyalty.

In order to target the campaign at DVD viewers only, Paramount Pictures chose to attach the discount vouchers to their DVD cases. They achieved this by partnering with Fix-a-Form® licensee, Denny Bros UK, to create a series of promotional Fix-a-Form® extended text labels. Two different versions of this device were produced and applied – one for the Republic of Ireland and the other for the UK/Northern Ireland.

Each extended text label incorporated three separate perforated discount vouchers. These included: £1 off Old El Paso products; £1 off 500ml tubs of Häagen-Dazs Chocolate, Pralines & Caramel or Choc Choc Chip; and 30p off a single purchase of any flavour of Shloer.

Customers could easily tear off these perforated coupons and use them to redeem the ingredients for their Movie Feast!

## Your local licensee

Pyrotec PackMedia is proud to be the exclusive Fix-a-Form® Licensee in Southern Africa, specialising in developing, manufacturing, and supplying multi-page labels which enable our customers to increase product awareness, share more of their brand stories, and boost sales.

[Contact](#) Pyrotec PackMedia today if you would like to find out more about Fix-a-Form® and what this innovative on-pack communication solution could do for your business.

" Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise 15 Feb

2024

" The perfect coding and labelling solutions for personal care and cosmetic products 3 Nov 2023

▪ **Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia** 13 Oct

2023

▪ **The end-of-line solution you've been waiting for** 29 Mar 2023

▪ **Uncluttered labelling for household cleaning products** 28 Mar 2023

### Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>