

Lean Cuisine - Eat Pray Love Movie Offer

CLIENT:



OVERVIEW:

Purchase 3 Lean Cuisine products and receive a movie ticket to see Eat Pray Love.

SOLUTION:

Customers obtain a unique code from each pack.

BENEFITS:

- Lean Cuisine was able to leverage a powerful film property
- No license fees required for film association
- Redeemable at almost all cinemas Australia wide
- Electronic delivery
- Redemption based pricing

