

General Mills Promotion

Timing: July-December 2016

Objective: Drive incremental POS for both Hasbro & General Mills during promotional window

Program: General Mills Coupon Offer

- Purchase GM licensed Disney Frozen Fruit Snacks and receive a coupon (printed on interior of snack box) to redeem:
 - \$5 off the purchase of a Hasbro Disney Frozen or Princess doll (\$19.99 price-point)
 - Coupon expires December 31st, 2016

Support:

- Distribution of approximately 168,000 Fruit Snack boxes that prominently feature Hasbro Disney Girls branding
- Dedicated promotional web page on GM Life Made Delicious website and social sites (July /August) to start of “Back to School”



www.lifemadedelicious.ca

