

MediaPost's MarketingDaily

Kmart Strikes Deal To Become Dark Knight Headquarters

by Karl Greenberg, Wednesday, Jul 9, 2008 5:00 AM ET



KMart promotion of BatmanKmart will promote Warner Brothers' latest Batman film, The Dark Knight, via a deal with the studio's licensing arm, WB Consumer Products, and with DC Comics. The promotion, which makes Kmart the "Official Batman Headquarters," includes a storefront Batman -themed product boutique, and discounts on licensed merchandise with purchase of Batman-themed candy and other packaged goods. Kmart is offering free tickets to see the film with the purchase of three bags of Reese's Batman products; as well as \$5 off select Mattel Dark Knight toys with the purchase of five boxes of select General Mills cereal and fruit snacks. Batman gift cards will also be available.

The Batman boutique carries toys, kids' apparel, costumes, bedding and accessories, and men's graphic T-shirts. Kmart will advertise the program with circulars and point-of-purchase material, including co-branded shopping bags, as well as online at kmart.com/batman.

Kmart's program includes a floor-projection game technology called "Stepscape" developed and marketed by Redwood City CA-based Reactrix Media Network. The digital platform lets people to move light-projection images around the floor with physical gestures.

The company will put Stepscape installations with Batman and Kmart themes in malls and theaters nationwide for the month. The projections will have images of Batman Headquarters, products and promotional messages.

Tassie Anthony, manager of marketing planning for Kmart parent Sears Holding Corp., says Kmart has also participated in studio release cross-promotions for The Incredible Hulk, and Indiana Jones so far this year.

"We are always seeking ways to entertain and provide value to our customers, so this type of cross-promotion helps achieve that goal," she says. The Dark Knight promotion is average in size and scope."

She adds that certain elements of the promotion are exclusive. "Our competitors will have licensed product available, but only Kmart is the 'Batman Headquarters,'" she said.

Karl Greenberg can be reached at karl@mediapost.com