

FUEL-ed Up Launch Program!



Fuel Your Adrenaline
Home Page
Sweepstakes Website



Fuel Your Adrenaline Counter Card

Sweepstakes Counter Cards displayed at over 1,400
Yamaha dealerships nationally



Oberto Standee
and Packaging
Oberto Displays
featuring the Fuel Your
Adrenaline Sweepstakes
and on-pack Rebate Offer



Fuel Your Adrenaline
Window Cling

Sweepstakes Window Clings
displayed at Yamaha
dealerships

Vertical Marketing Network secured targeted partner brands to promote the launch of the FUEL™ videogame through a national offline and online sweepstakes. Vertical Marketing Network handled all the details from partner management, promotional website development and deployment to sweepstakes administration, creative development and fulfillment of marketing materials.

The results – a marketing adrenaline rush reaching videogame and ATV/off-road racing enthusiasts where they live and play.