

Case Study:

How Popitas Turned a Simple Purchase into a Complete Entertainment Moment with Rakuten TV



Popitas, the number one popcorn brand in Spain, wanted to enrich the consumer experience and increase product appeal by linking its snack more closely with the entertainment rituals that take place at home. Working with Rakuten TV Enterprise, Popitas transformed a simple household purchase into a complete entertainment moment by rewarding shoppers with instant access to premium films via Rakuten TV



The Challenge

Popitas aimed to reinforce its position as the go-to popcorn choice for viewers across Spain and sought a promotion that elevated the perceived value of the product while encouraging more frequent consumption.

Traditional FMCG incentives often provide short term uplift, but Popitas wanted something culturally relevant, connected to real at home behaviour, and capable of strengthening long term brand affinity. The reward needed to feel impactful and easy for consumers to use, aligning naturally with the enjoyment of popcorn during movie time.

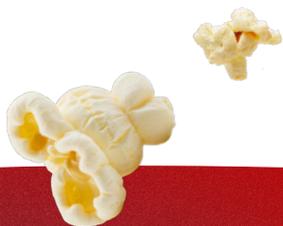


The Solution

Rakuten TV Enterprise provided the ideal foundation through its Vouchers product. Popitas introduced an on-pack promotion that placed unique movie codes directly inside each popcorn packet, making it simple for consumers to redeem a free film rental on Rakuten TV.

Clear and attractive packaging design made the codes easy to locate and redeem, turning the purchase of popcorn into a complete entertainment experience. **With the Rakuten TV app pre-installed on most Smart TVs in Spain and available across all key devices, the reward was convenient and immediate.**

This seamless connection between a much-loved snack and a premium film reward helped position Popitas as an essential part of family entertainment at home.





The Impact

The Popitas promotion created a memorable experience by connecting the brand with the enjoyment of a movie at home. The on-pack code mechanic encouraged immediate participation and reinforced the natural link between popcorn and cinema.

The activation enabled Popitas to:

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Increase the perceived value of each purchase through an appealing and easy to access movie reward.
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Strengthen the emotional connection between the brand and at home entertainment occasions.
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Encourage repeat consumption by pairing Popitas with a consistently enjoyable and relevant experience.

Rakuten TV’s audience composition supported these goals.

In Spain, the platform indexes strongly among movie fans, frequent shoppers, and entertainment focused households, meaning the reward felt intuitive and well suited to Popitas consumers. By aligning the brand with a premium but accessible entertainment benefit, Popitas elevated the at home consumption moment and enhanced overall brand affinity.

