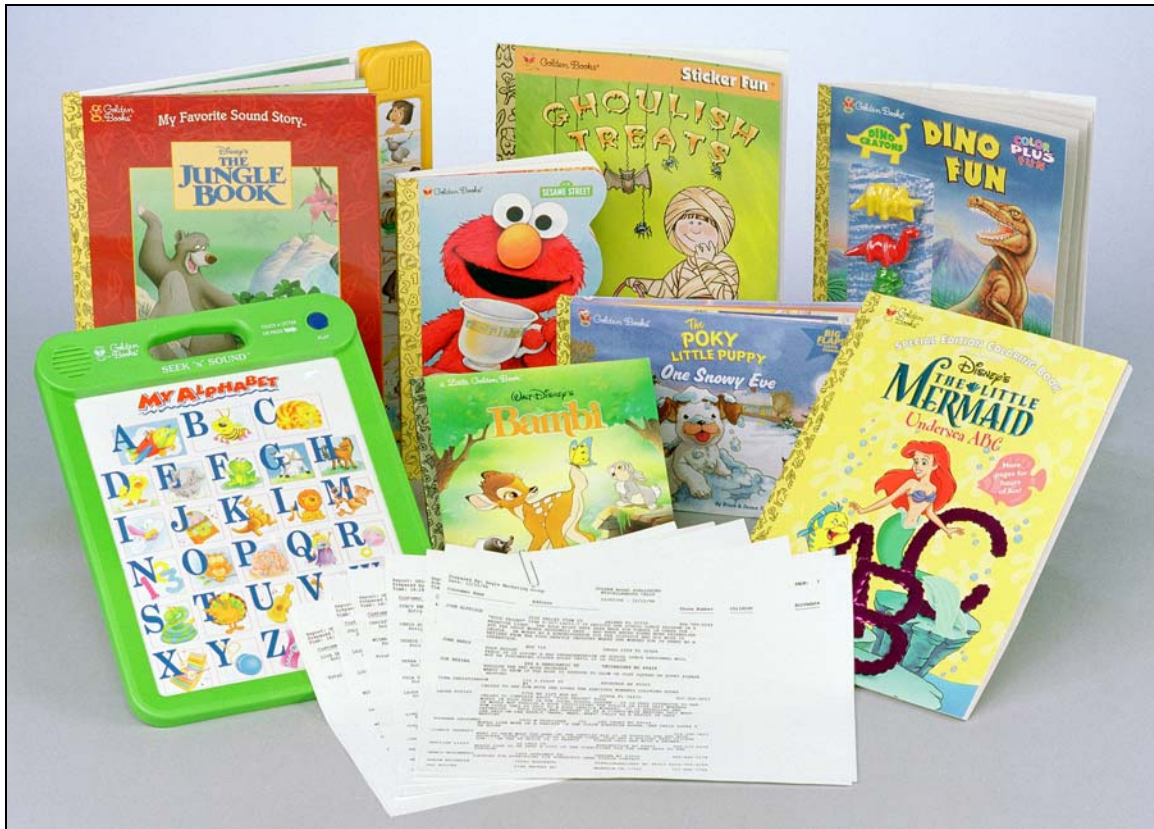


## Success Story



**Category** Consumer Customer Service

**Client** Golden Books Publishing, New York, NY and Sturtevant, WI

**Audience** All Golden Books consumers

**Description** Collect and record data from consumer calls, mail and the Internet regarding Golden Books products. Respond to the consumers via mail with a letter and replacement product(s) or appreciation gift

**Vehicle** Any new or reprinted Golden Books product displays the 1-888-READ-2-ME number for consumer questions/comments

**Exposure** Millions of both in and out-of-circulation Golden Books products

**Goal of Program** To assist in troubleshooting with product questions and aid in the collection of marketing research data

**Term of Program** 1997 to present

**RMG Services** Set-up and monitor toll-free consumer line, receive correspondence via phone, mail and Internet, customer service, warehouse storage of certain product, database set-up and dedicated program coordinator

**Volume** Fluctuates with new title introductions