

## Success Story



**Category** Consumer Continuity Program

**Client** Frito-Lay Planet Lunch I Program, Plano, TX

**Audience** Children between the ages of 8 – 12 years old

**Description** Continuity Program where points were presented on each snack size bag inside of the Frito-Lay variety packs, in vending machines and at single pack end cap displays. The points were collected by children during the school year and later redeemed for one of seven prizes ranging in value

**Vehicle** \$34 Million in marketing support was used to develop 25,000 displays in grocery stores and discount stores, 35 million catalogs, television commercials, magazine advertisements and coupons.

**Exposure** National

**Goal of Program** Increase sales growth of snack foods and promote brand awareness and loyalty

**Term of Program** One year

**RMG Services** Design and procurement of premium items, coordination of inbound international freight, program coordination, wrote catalog copy and attended focus group meetings

**Volume** Over 4.3 million premiums