

Success Story



Category Consumer Continuity Program

Client Kraft Foods, Glenview, IL

Audience Children that eat Kraft Macaroni & Cheese

Description Continuity Program

Vehicle FSI and back-of-the-box advertisement

Exposure National

Goal of Program Increase sales of Kraft Macaroni & Cheese and brand visibility

Term of Program 1988-1996

RMG Services Product design, sourcing, procurement, and coordination of International inbound freight

Volume Over 4.6 million premiums