

Success Story



- Category** Consumer Continuity
- Client** Philip Morris, New York, NY
- Audience** Consumers that smoke Marlboro cigarettes
- Description** Continuity Program
- Vehicle** Catalog, Counter Displays, Magazine Inserts, and Direct Mail
- Exposure** National
- Term of Program** 1992-1995
- Goal of Program** Increase the sale of Marlboro cigarettes, brand visibility & brand loyalty
- RMG Services** Product design, sourcing, procurement, and coordination of international inbound freight
- Volume** Over 3.5 Million premiums