

## Success Story



**Category** Consumer Catalog

**Client** Miller Brewing Company, Milwaukee, WI

**Audience** Beer-drinking consumers (existing database)

**Description** Miller Time Consumer Products Catalog

**Vehicle** 28-page catalog mailed direct to consumer twice a year (Spring/Summer and Fall/Winter)

**Exposure** National

**Goal of Program** To increase visibility of select Miller brands, as well as to test the viability of the mailing lists used, based upon the response rate to such

**Term of Program** Fall 1992 – Fall 2001

**RMG Services** Product sourcing, database set-up and management, customer service, program coordination, inventory management, warehouse storage, fulfillment (pick/pack/ship orders), analysis of program, list maintenance, data entry and cashing

**Volume** Upwards of 20,000+ consumer orders per year