

Success Story



Category Custom-Decorated Products

Client Kraft Foods/Brands, Glenview, IL

Audience Consumers and trade.

Description Items produced to enhance/promote client tie-in to various consumer and Kraft military venues.

Vehicle Internet access and print media.

Exposure National

Goal of Program Brand awareness

Term of Program Most custom-designed premiums are used during a one to three month promotional window.

RMG Services Create premium to be used, source, procure, safety test, and deliver.

Volume These programs range in quantity from 10,000 to 450,000 pieces.