

Success Story



Category Consumer Offer

Client Labatt USA, Norwalk, CT

Audience Labatt Blue beer-drinking consumers.

Description Labatt Blue Hockey Catalog and Labatt Blue Summer Lodge Catalog.

Vehicle Printed catalog and Web site catalog. Labatt Blue Hockey consists of seven items; Labatt Blue Summer Lodge consists of 11 items. Labatt Blue Summer Lodge catalog includes a sweepstakes offer.

Exposure National

Goal of Program To increase visibility of Labatt Blue brand.

Term of Program Programs usually last six to nine months.

RMG Services Database set-up, customer service, program coordination, inventory management, warehouse storage, fulfillment (pick/pack/ship orders), analysis of program, reporting, data entry and cashiering.

Volume Approximately 1,500–3,000 orders are received for each promotional period.