

Success Story



Category Consumer Offer

Client United States Tennis Association, Westchester, NY

Audience Consumer market/USTA members and non-members

Description Member and non-member merchandising (*i.e. Visa insert, US Open Website, STA, Get the Goods, USA Tennis '99, and Holiday '98 Program*)

Vehicle Direct Mail, magazine inserts and web page

Exposure National/International

Goal of Program To offer USTA members and non-members apparel and merchandise relate current or upcoming events

Term of Program Seasonal

RMG Services Database set-up, customer service, data entry, dedicated program coordination, product sourcing and procurement, warehouse storage and fulfillment (pick/pack/ship orders).

Volume Each promotion achieved acceptable response based on goals