

**Success Story**



**Category** Consumer Product

**Client** Gevalia Kaffee (Kraft Foods), Tarrytown, NY

**Audience** Upscale mail-order consumers

**Description** Premium Incentive Program, gifts are used to motivate consumers to join or rejoin the Gevalia coffee club

**Vehicle** Direct mail catalog, special mailing inserts, webpage

**Exposure** National

**Goal of Program** Generate interest in the Gevalia brands by awarding consumers with premium incentives

**Term of Program** December 1996 to present

**RMG Services** Product design and development, procurement of product from the Pacific Rim, coordination of inbound international freight and dedicated program coordination, manufacturing quality control, and testing

**Volume** Upwards of 3,000,000 mugs and 300,000+ canisters per year