RMG
Regis Marketing Group
A MARKETING SERVICES AGENCY

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Success Story

Category	Consumer Promotion - Custom-designed Premiums
Client	Kraft Foods, Philip Morris, Gevalia and Mobil Oil
Audience	Consumers - national and regional
Description	Drive consumers to purchase brands and receive unique, originally designed premium with proof-of-purchase or free
Vehicle	On-pack, tear pads, FSI, and direct mail
Exposure	National
Goal of Program	To increase the purchase of multiple brands, increase brand visibility, and build brand loyalty
Term of Program	Most consumer promotional programs last between two & four months
RMG Services	Design, source, import, and provide ACTS testing
Volume	These programs range in premium quantities from 5,000 to 1,200,000