

Success Story



Category Consumer Promotion

Client Riddell Sports Inc., Chicago, IL

Audience Sport merchandise collectors and Internet consumers

Description Internet based order fulfillment program designed to boost sales and awareness of Riddell products

Vehicle Web site, consumer packaging, and cable shopping networks

Exposure On selected Riddell product, Riddell Web site and related sports and consumer merchandise sites

Goal of Program To increase brand awareness and visibility, while providing consumers with another outlet for product

Term of Program September 1999 – present

RMG Services Program coordination, database development, order processing, cashing, consumer contact, warehouse storage, fulfillment (pick/pack/ship orders), and inventory management

Volume Varies based upon seasonality and avenues of exposure