

Success Story



Category Consumer Promotion (Event Marketing)

Client State of Wisconsin Sesquicentennial Commission, Madison, WI

Audience Private and corporate sectors within the State of Wisconsin

Description The complete birthday celebration beginning with Statehood Day in May, 1998 and running through October, 1998. It was designed to increase the State's awareness of their heritage and history through the sale of various related items at events and through multiple catalog offerings

Vehicle Advertisements and documentaries on public television, magazine and newspaper articles, consumer catalog and consumer brochure, as well as a presence at state and local fairs and festivals

Exposure 35,000 catalogs distributed to consumers, five mailings made to corporations, and attendees at dozens of events, all in the State of Wisconsin

Goal of Program To increase visibility and participation in the state celebration, as well as to raise money for Wisconsin's grant funds and other Sesquicentennial related events

Term of Program August 1997 – May 1999

RMG Services Served as the licensing agent for the State of Wisconsin merchandising program, product sourcing, coordination of catalog production, database set-up, customer service, program coordination, warehouse storage, fulfillment, and serviced merchandise booths at events

Volume Tens of thousands of Wisconsinites purchased garments and ad specialty items during the yearlong celebration