

Success Story



Category Field Sales Incentive

Client Frito-Lay, Inc., Plano, TX

Audience Sales force/route personnel.

Description Sales force and trade incentive program.

Vehicle In-house promotional literature.

Exposure Sales force/route personnel.

Goal of Program Introduce new brand, and get sales force support.

Term of Program Program usually lasts between two and six weeks.

RMG Services Developed premium, sourced, procured product and fulfilled.

Volume Usually redeems 12,000 – 25,000 pieces.