

**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 17,000 – 45,000 pieces.