

Success Story



Category Field Sales Incentive

Client Kraft Foods/Boca Foods, Glenview, IL

Audience Sales force

Description Sales incentive/new brand introduction premiums.

Vehicle Used as part of introductory kit and distribute in person.

Exposure National

Goal of Program Brand awareness

Term of Program One-time purchase.

RMG Services Source premium, procure premium, and fulfill.

Volume Promotion can use 250-5,000 pieces of each.