

Success Story



Category Field Sales Promotion (Local)

Client Kraft Foods, Glenview, IL

Audience Retailers

Description The Greater Milwaukee Open, as a major tie-in to PGA Tour Event. Kraft's business teams to thank local retailers and consumers use this promotion.

Vehicle Corporate literature.

Exposure Milwaukee, WI area.

Goal of Program Thank you gift to key accounts/consumers.

Term of Program Annual

RMG Services Product sourcing, procurement, and delivery.

Volume Double-digit sales increases in market through the use of 100's of premiums.