

Success Story



Category Corporate ID Program

Client Haagen-Dazs, The Pillsbury Company, Minneapolis, MN

Audience Corporate employees, distributors, sales reps, and shop owners

Description Corporate ID catalog program for trade and corporate

Vehicle 8-page catalogs distributed within corporate offices and factory locations, as well as mailed direct to distributors and shop owners

Exposure Corporate employees, distributors, sales force, shop owners, both US and International

Goal of Program To increase brand awareness using promotional merchandise as corporate gifts, giveaways, employee recognition, and incentives

Term of Program July 1996 – December 1999

RMG Services Sourcing and selection of all catalog items, catalog production coordination, database set-up and customized reports, customer service, day-to-day program coordination, warehouse storage, fulfillment (pick/pack/ship orders), inventory management, sales incentives.

Volume 6,000 orders across all audiences