

Success Story



Category Corporate ID Program

Client Mercury Marine, Fond du Lac, WI

Audience Corporate employees, boat dealers, and consumers

Description Corporate ID program with several brand catalogs & consumer flyers

Vehicle Three 8-page brand catalog; three tri-fold brochures used to qualify consumers to receive the larger catalog; one, 4-page ad specialty catalog; three 1-page flyers

Exposure Corporate employees, 6,400 dealers, approximately 60,000 consumers (US and International)

Goal of Program To increase brand visibility using promotional merchandise available direct to consumers and at dealer locations

Term of Program 1995 – 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) and inventory management, as well as sales incentives and sweepstakes. Serviced merchandise booths at events.

Volume 8,000 orders across all audiences