

Success Story



Category Corporate ID Program

Client United States Tennis Association, Westchester, NY

Audience USTA officials

Description Uniform program for the USTA officials

Vehicle Direct mail and point-of-sale displays

Exposure National

Goal of Program To offer USTA officials easy one-stop ordering of the required official uniform and accessories

Term of Program One-year program that changes annually

RMG Services Database set-up, customer service, data entry, dedicated program coordination, product sourcing and procurement, warehouse storage, fulfillment (pick/pack/ship orders).

Volume Number of orders received was predicated on number of USTA officials in annual database. There are approximately 3,500 officials in each annual database, with each official ordering at least twice per year (7,000 orders)