

**Success Story**



**Category** Trade Promotion

**Client** Kraft Foods, Glenview, IL

**Audience** Retail store/chain managers.

**Description** Premium used as an incentive to sell tonnage of product and build in-store displays.

**Vehicle** Single sheet distributed by Kraft sales representative.

**Exposure** National

**Goal of Program** Increase tonnage sales and gain floor displacement.

**Term of Program** Run continually by different brands.

**RMG Services** Product design, sourcing, procurement, and shipping to requested destinations.

**Volume** Each program usually redeems 10,000-50,000 pieces.