

Success Story



Category Trade Promotion

Client Kraft Foods/Kraft Pizza Company, Glenview, IL

Audience Field Sales Staff and Retail Store Managers.

Description Kit preparation for various promotions, point-of-sale displays, new product introduction and sampling.

Vehicle Cardboard carton with various brands packaged inside.

Exposure Regional and National (based upon program).

Goal of Program To increase brand exposure and sales, and to provide staff with information on new products.

Term of Program Monthly or quarterly.

RMG Services Kit design, procurement of custom-printed cartons, fulfillment (pick/pack/ship orders), packaging of kits, and fulfillment to individual locations.

Volume Kits can be customized to any quantity based on budget or universe.