

Success Story



Category Trade Promotion

Client Kraft Foods (Pizza Company/Kool-Aid), Glenview, IL and Tarrytown, NY

Audience Grocery store consumers.

Description In-store consumer brand sampling.

Vehicle On-premise (worn or displayed in testing area).

Exposure Store location.

Goal of Program Introduce consumers to brands.

Term of Program Programs usually last one to three months.

RMG Services Developed, sourced, procured, safety tested, and delivered premium.

Volume Sampling kits require quantities between 2,000 and 10,000 pieces with dollar values, depending on total kit components.