

Success Story



Category Trade Promotion

Client Kraft Foods, Glenview, IL

Audience Trade

Description Dealer loader.

Vehicle In-store distribution, POS materials, and direct mail.

Exposure National.

Goal of Program Premium given to store manager to motivate stores to purchase brands in bulk.

Term of Program Programs usually last one to two months.

RMG Services Developed premiums, sourced, procured, and fulfilled to individual locations.

Volume Quantities usually range between 25,000 and 35,000 pieces.