

Success Story



Category Trade Promotion

Client Nokia, Irving TX

Audience Cellular phone sales reps. and retail store managers.

Description Inside sales reps. record their sales of specific Nokia products on an official tracking form and fax it to RMG weekly. Each Nokia product is assigned a point value according to the promotion.

Vehicle Brochure and rules binder.

Exposure 2,500 sales reps. and 245 retail stores participated.

Goal of Program To increase the sale of Nokia phones.

Term of Program September 1998 to December 1999.

RMG Services Database set-up, customer service, data entry, inventory management and program coordination.

Volume 90+% participation by approved sales reps, with double-digit sales increase across almost entire network.