

**Success Story**



**Category** Trade Promotion

**Client** Oscar Mayer, Madison, WI

**Audience** Trade/sales force.

**Description** Incentive program.

**Vehicle** Corporate announcement.

**Exposure** Customer business teams.

**Goal of Program** Item given to sales force that achieved sales goals.

**Term of Program** Programs usually last three months.

**RMG Services** Developed premiums, sourced, procured, and individually fulfilled.

**Volume** Programs usually redeem between 1,200 and 5,000 pieces, depending on budget/program response.