

Success Story



Category Trade Promotion

Client Philip Morris USA, New York, NY

Audience Directed at on-premise locations to reach consumers

Description Premiums given to on-premise locations to support national programs and increase exposure

Vehicle Premiums were distributed or displayed on-premise in bar or other adult consumer gathering places

Exposure National

Goal of Program Exposure, as client is not permitted any other means of advertising

Term of Program On-going for one year with various deliveries

RMG Services Sourced, procured, and delivered

Volume Usually 2,500 - 50,000 units, depending on the premium