

Success Story



Category Business-to-Business

Client Manpower International, Milwaukee, WI

Audience Present clients and prospective clients

Description Premium used in the spring or fall seasonal meetings as a giveaway and distributed as an incentive to use Manpower Services. Used to retain existing clients and entice new clients.

Vehicle Direct mail piece

Exposure National

Goal of Program To motivate clients to use Manpower's services

Term of Program May and December

RMG Services Design and procure premiums, decorate, repackage items, ship to end user and dedicated program coordination

Volume 35,000 – 50,000 pieces per mailing