

Success Story



Category Business-to-Business

Client University of Wisconsin Alumni Association, Madison, WI

Audience UW Graduates

Description Jumbo replica of Rose Bowl ring given to major contributors to University of Wisconsin.

Vehicle Direct mail.

Exposure National – University of Wisconsin Alumni.

Goal of Program Thank you premium for supporting the football program.

Term of Program Year 2000

RMG Services Development of design, sourcing manufacturer and procurement of product.

Volume 2,500 pieces.