

## Success Story



**Category** Consumer Sweepstakes and Contests

**Client** Labatt USA, Rexall Sundown, Alltel, and Schwan's.

**Audience** Consumer

**Description** Consumer sweepstakes and contests.

**Vehicle** POS tear pad, neck hanger, in-pack/on-pack entry form, and Web site.

**Exposure** National

**Goal of Program** To generate brand interest, increase sales, and build brand unity.

**Term of Program** Most sweepstakes last between three and six months.

**RMG Services** Write rules, state filings, program coordination, database set-up, receiving and verification of entries, data entry, reporting, prize procurement and fulfillment, drawing winners and judging contests.

**Volume** 10,000 – 2,000,000 entries.