

Success Story



Category Fulfillment Program

Client Labatt USA, Norwalk, CT

Audience Consumers that drink Labatt beer brands

Description Consumer self-liquidating offer (SLO)

Vehicle POS tear pads, neck hangers, FSI, bounce-back offer, and Web site

Exposure National

Goal of Program To increase the sale of Labatt beer brands, promote brand visibility and brand loyalty

Term of Program Six to twelve months

RMG Services Program coordination, database set-up, data entry and verification of orders, reporting, inventory management, and fulfillment

Volume Program volume between 5,000-450,000 pieces