

# CASE HISTORIES FROM OUR CLIENT FILES

*Client:* TYSON FOODS, INC.

*Objective:* Represent Tyson Foods at 1998, 1999, 2000, 2001, 2002 Southern Women's Shows.

*Tyson Brand Represented:* Tyson Roasted Chicken, Fresh Chicken and Nuggets.

*Solution:* Developed, planned and execute sampling programs for Southern Women's Show circuit. From set-up to show close, MPI personnel and location help are utilized to ensure a successful event. Product samples distributed depend on location, and can range from 10,000 - 25,000.

*Locations:* Nashville, TN; Novi, MI; Charlotte, NC; Orlando, FL; Columbus, OH; Jacksonville, FL; Memphis, TN.

*Client:* TYSON FOODS, INC.

*Objective:* Represent Tyson Foods at Southern Women's Shows.

*Tyson Brand Represented:* Cooking Made Easy, Sliced and Diced - Create A Meal.

*Locations:* Detroit, MI; Charlotte, NC; Columbus, OH; Nashville, TN.

# CASE HISTORIES FROM OUR CLIENT FILES

- Client:* BIG BASS WORLD CHAMPIONSHIP
- Objective:* Award a prize package to “week-end” anglers who register in the BBWC tournament.
- Solution:* Warehouse and fulfill an instant winner prize package directly to the award winner. Fulfillment of over 2,500 residential shipments.
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- Client:* CADILLAC
- Objective:* Offer consumers a free jacket for taking a Catera test drive.
- Solution:* Warehouse and fulfill 2 styles, 3 colors and 5 sizes of Gear Jackets. A total of 8,500 individual shipments were made during the 6 month program period.

# CASE HISTORIES FROM OUR CLIENT FILES

*Client:* FRENCH'S FOODSERVICE

*Objective:* Increase sales in all brands by participation in the National Restaurant Association's annual show which targets foodservice operators.

*Solution:* Assist with the planning and execution of the French's Foodservice booth at NRA. Work with client and outside vendors to secure needed electrical connections, new carpeting and padding, and other supplies for the booth. Participate in manning the booth. Interact with show attendees encouraging them to sample recipes, secure leads for database and answer questions about products.

*Client:* FRENCH'S FOODSERVICE

*Objective:* Increase sales to food service operators for French's Foodservice brands including French's Mustards, Frank's RedHot Cayenne Pepper Sauces and Cattlemen's BBQ sauces.

*Solution:* Offer free samples of product in various sizes for a full service test in operation. Include sample kits, which contain personalized letter, product information and recipes. Fulfilled and shipped over 40,000 samples during program execution.

# CASE HISTORIES FROM OUR CLIENT FILES

*Client:* THE NASHVILLE NETWORK (TNN)

*Target:* Consumers

*Program:* "TNN Big Bass World Sweepstakes"

*Execution:* Complete itinerary planning, transportation services and on-site travel direction. From touchdown to take-off, Marketing Partners, Inc. guided the nationwide group of Award Winners through the Missouri's Ozarks and Big Cedar Lodge for this weeklong event. Creating memories was our assignment!

*Client:* COCA - COLA U. S. A.

*Target:* Consumers

*Program:* "Fantasy Fish with Hank Parker Sweepstakes"

*Execution:* On-site travel director services for an event held at Big Cedar Lodge. Coordinated interaction between 5 time *Bass Masters Classic* Winner, Hank Parker and Coca - Cola Award Winners. Destination management including group meals, fishing tournament and Hank's appearances were coordinated and executed. Developing an unforgettable event was our mission!

# CASE HISTORIES FROM OUR CLIENT FILES

*Client:* MERCURY MARINE

*Objective:* Drive sales of Baja and Searay boats by offering a “Water Toy” package.

*Solution:* Warehouse and fulfill 7 SKU’s of marine accessories directly to the consumer. Managed an inventory in excess of \$150,000.

*Client:* TRACKER MARINE GROUP

*Objective:* Provide logistics and fulfillment for Quarter One consumer promotion to increase sales and build brand loyalty.

*Solution:* Create a consumer friendly, turn-key fulfillment program for merchandise to new boat owners with “Certificate Dollars” to redeem for merchandise. Coordinated shipments from 4 locations. Warehouse and managed inventory levels in excess of \$350,000. During program launch: 1,139 new boat registrations were verified, 365 orders placed, and 1,222 items shipped in excess of \$135,000.

# CASE HISTORIES FROM OUR CLIENT FILES

*Client:* THE IBP FOODS, CO.

*Objective:* Provide IBP Foods personnel, brokers and retailers with a single source location for purchasing of logoed products for five IBP retail brands.

*Solution:* Produce, warehouse and fulfill 118 SKU's of various logoed products including apparel and premiums. Managed an inventory in excess of \$100,000.

*Client:* TYSON FOODS, INC. (Project A+)

*Objective:* Increase sales of product by implementing a school fundraising program.

*Solution:* Offer label redemption program for accredited kindergarten through secondary schools. Manage virtually all aspects of program execution including label validation, coordinator communication, management of rebate account and manage database of 21,107 schools. Provide weekly and monthly progress summaries for client.

## **CASE HISTORIES FROM OUR CLIENT FILES**

*Client:* SUNBEAM CORPORATION

*Objective:* Represent Sunbeam Corporation at Condé Nest Bridal Show.

*Sunbeam Brand*

*Represented:* Sunbeam "Oster" 12-Speed Blender.

*Solution:* Develop, plan and executed sampling program utilizing Sunbeam 12-Speed blender. Prior to show, contract, schedule and train professional models. Arrive on site prior to show opening to set up and decorate booth. During show, distribute samples, keep supplies replenished and answer consumer inquiries.

*Location:* Springfield, VA.

*Client:* IBP FOODS, INC.

*Objective:* Represent Thorn Apple Valley at 2000 Southern Women's Shows.

*IBP Brand*

*Represented:* Thorn Apple Valley Skinless Smoked Sausage and Cooked Ham.

*Location:* Detroit, MI.

## **CASE HISTORIES FROM OUR CLIENT FILES**

*Client:* TYSON SEAFOOD GROUP

*Objective:* Encourage Food Service Operators nationwide to purchase new product in seafood salad line.

*Solution:* Rebate program offering "First Three Free". Verify and fulfill rebates for the first three cases of product purchased by food service operators. Total rebates paid exceeded \$740,000.

*Client:* JIMMY DEAN FOODS

*Objective:* Increase sales of R. B. Rice and Rudy's Farm Sausage.

*Solution:* Create a loyalty program to reward consumers with "outdoor" merchandise based on purchases of sausage product. Over 700 orders were fulfilled.

# CASE HISTORIES FROM OUR CLIENT FILES

*Client:* RECKITT BENCKISER

*Objective:* Increase awareness and sales of Reckitt's new GourMayo product line launch.

*Solution:* Introduce new product line to brokers, distributors and restaurants by providing product samples. Produce actual product labels, hand affix product labels to 79,200 bottles, pack and ship to meet a 5 day introduction date.

*Client:* TYSON FOODS, INC.

*Objective:* Provide Tyson personnel, brokers and retailers with a single source for distribution of Tyson logoed products.

*Solution:* Warehouse and fulfill premium merchandise, cookbooks, recipe cards, for worldwide distribution.