

DRIVING SALES WITH POWERFUL PROMOTIONS FOR 25+ YEARS



DIGITAL | SOCIAL | MOBILE | EXPERIENTIAL | PRINT

UNPARALLELED PERFORMANCE

Since 1991 The Regan Group has created and activated more than 7,000 promotional marketing campaigns for a wide range of brands and agencies. Our award-winning experience and expertise enables us to provide our clients with programs that maximize consumer engagement and deliver quantifiable results.

ONE-STOP

- **PROMOTION MANAGEMENT:** Strategic development, legal administration, campaign activation, moderation and judging, winner notification, fraud prevention, government filings, detailed results reporting.
- **DIGITAL PRODUCTION:** custom website development, hosting, social media community management and promotion activation, consumer social sharing.
- **SHOPPER MARKETING:** OCR receipt verification, loyalty and incentive integration, text-to-win, in-store activation, influencer and blogger marketing.
- **CREATIVE AND PRINT PRODUCTION:** Websites, point-of-sale, trade material, and secure game cards.
- **PROCUREMENT AND FULFILLMENT:** Premiums, prizes, warehousing, inventory control, and shipping.

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