

T.E.G. Talks

..... THE ENVISAGE GROUP



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We do things differently (#trustenvisage)

NICHOLA'S NEWS

I recently had a day off and was fortunate enough to need a food shop (rolls eyes).

As I was shopping in the chilled aisle, I bumped into a friend and we had a quick chat. At the end of the aisle there was a product sampler.

We were both moving in that general direction together, and I watched with interest as she immediately went up to the sampler and tried one of the three vegan paté's on offer.

I had a quick try too and we both chatted to the sampler – as we frequently supply samplers I was interested in how she was getting on. She mentioned as a job, it's rarely lonely as most people love a sample and a chat. *"As long as you have been given some background on the product and are able to try it yourself, it's a great job to do".*

Our chat was paused a few times as customers came up and tried the samples and the sampler talked to them about the product and the range. I watched with interest.

Over the space of around five minutes, half the people who sampled the product picked it up and put it in their trolley. It wasn't cheap – it cost £2.00 for a small pot. My friend moved on (putting two pots in her trolley as she said goodbye!).

Thoughts? Sampling really is a no brainer. You could do this with beauty, food; and it allows you to talk directly to the potential customer.

My second thought was – they should've shared the cost of sampling with the cracker company they were serving the paté on!



Eight excellent sampling stats

1. **65% of customers** will purchase a product or service promoted at an event.
2. When asked why they made the purchase, **78% responded that they were happy they had the chance to try it first.**
3. **35% of customers who try a sample** will buy that same sample on their shopping trip.
4. **24% of people will replace existing items** on their shopping list with the sampled product.
5. **81% of customers will approach a branded display** if they think they're going to get something for free.
6. **85% of customers who sample a product** agree that they would buy it again in the future.
7. **59% of customers are more likely** to tell their friends about a product after they've received a free sample.
8. Why would you buy a new product/brand? **73% of consumers answered 'product samples'.** 25% answered 'television ad'.*

Ref: hotcow.co.uk, Arbitron and Edison Media Research



Promo staff spotlight - Linda Wheeler

Meet Linda, a new product and sampling specialist who has been working in the industry for over 10 years.

1. What do you like about sampling jobs?

I have always done people-centred jobs. I used to be a midwife and a nurse – I love meeting and talking to people, so this is the perfect job for me!

2. What's the best sampling job you have had?

I like doing food shows like BBC food show

or Chatsworth... it's always very busy and there is a captive audience. However, I have demonstrated drinks and food products throughout the UK on roadshows, and they are always great fun.

3. What info do you need in order to do a good job?

It's a two way thing, I would hope for good background information and guidance as to what the company was about so that I could promote their products in a professional and successful way.



Why try Sampling?

We've worked with many clients to offer free samples to customers, including brands introducing new-to-the-market products. But why do sampling?

- ★ **More sales** – 35% of people who try a product instore will make a purchase in the same shopping trip.
- ★ **Long-lasting effect** – giving something away 'for free' is a tool that many brands use. For example, charities who send out free pens see a better response because people are more likely to engage if they have received something useful.
- ★ **Shines a spotlight on your brand** – you are in a competitive marketplace on-street and so any chance to hog the limelight is a good thing! Sampling increases brand awareness.
- ★ **Gather feedback** – If you hire our professional and enthusiastic sampling staff, adding value in the shape of customer feedback means you get so much more. In fact, of those brands that do instore and on-

street sampling activities, a whopping 83% said they did so for the valuable customer feedback as much as increasing sales.

Is sampling right for every brand?

Just like other forms of marketing are not right for every brand in every industry, sampling may not be the right course of action for you.

However, we all know how easy it is to ignore an email or a survey, but it's much harder to ignore a real person, stood in front of you, actively engaging you, especially when they just gave you something for free!

So get in touch if you want to trial sampling and use our experienced staff.



Some famous Product Sampling stories

The Pepsi Challenge

In the late 70's Coca Cola was the market. They had no real competitors. Then along came Pepsi – a new brand, with nothing to lose. And the Pepsi Challenge was born.

Pepsi went inside shopping centres in the US and the UK, inviting people to blind taste test Coke and Pepsi. The results were a definite win for Pepsi and a shock for Coke – people picked Pepsi over Coke by a significant margin.

Pepsi then launched a TV campaign showing the blind taste tests, and people showing their shock at choosing Pepsi over Coke. Coke got nervous. They issued press releases doubting the results and releasing ads saying Coke was better – they were seen as defensive and fearful.

From a brand awareness perspective, this was a genius idea from Pepsi, but long-term they struggled to permanently switch loyal Coca-cola users.



Mr. Drop coffee

During finals week at New York University, Mr Drop handed out thousands of free samples of their coffee to anxious college students who were deprived of sleep as they prepared for their finals.

Is a tired college student interested in a caffeine boost? Yes. Are they likely to remember the product and consider buying it? It's more than likely.

This campaign was successful because it was highly targeted at a specific market, and at a specific point in time.

The Marlboro Lights girls

In the late 1990's Marlboro Lights (owned by Philip Morris) sent around promotional staff to a number of pubs and clubs throughout the UK – their job was to exchange a full packet of Marlboro Lights for whatever packet the consumer was currently smoking – be it nearly empty or half full.

Alongside this, high profile models (such as Kate Moss and more) were seen smoking Marlboro Lights. This integrated campaign was so successful Marlboro Lights in the early noughties outsold the Marlboro red by five to one and accounted for nearly 6 per cent of the British tobacco market.



Sephora

Sephora include free product samples with every online purchase. This is a great strategy for a few reasons.

First, it encourages online sales because customers feel that they are getting a unique "freebie." And secondly, because the customers get to choose their own samples, Sephora can track whether those customers go on to buy the product over a period of time. It also means brands are willing to give Sephora free samples for the customer to put in their basket, in the hope they go on to buy it in the future.

