



## Sampling Program Options

When considering all the options for developing a product sampling campaign (or even just one program), how do you really know which company's program will give you the best results? Unless you have researched various methods of distribution before, it can be a guessing game. However SEA has worked with many sample distribution suppliers and promotion agencies and can advise you on which are most likely to meet your needs. Ultimately you'll want to include market research as part of your plan, so you have data in the future to base your decision off of. If you use SEA's service to help put your sampling plan together, there is no cost to you. We will pass our small fee along to the vendor(s) who end up receiving your business. We will work to protect your best interests and make sure all the details are handled along the way.

Sometimes brands will utilize their promotion agency to execute the sampling plan. While a promotion agency can accommodate a variety of brand promotion activities, a sampling supplier's expertise lies in reaching targeted consumers with product samples and/or brand information (with or without coupons), in the most effective manner. These suppliers have executed the same programs *many* times, giving them the opportunity to continually improve the execution. They understand how to best reach the target, maximize the brand's investment, minimize sample waste, etc. Most errors happen with new program execution so that's what we want to avoid. Less than 1/3 of all new sampling programs payout and promotion agencies are generally charged with creating custom, one-time-only events/programs (by no fault of their own; it's just difficult to create an effective, impactful program right out of the box). Because these are new programs, there also tends to be issues with re-sampling and sample waste. **SOLUTION?** Brands should work with an independent 3<sup>rd</sup> party expert on sampling to test new programs, expanding nationally when results indicate the program is successful and pays out. SEA can be that independent and experienced voice.

**We have included a chart to help you with the steps in the planning process. We have also included a small database of experienced sampling companies. There are many other companies not mentioned here which you may want to consider as well however be sure to contact Cindy Johnson at Sampling Effectiveness Advisors before you begin your plans!**



These companies are very experienced in product sampling and sampling constitutes the bulk of their business.

Company Name	Contact	PHONE	Email/Website	Sampling Specialty ?	Rationale/Comments
<b>Active Marketing Group</b>	Greg Sonzogni	858-605-4770	Greg.sonzogni@activenetwork.com <a href="http://www.activenetwork.com/media/promotions.htm">www.activenetwork.com/media/promotions.htm</a>	Reaching active consumers via health clubs, YMCAs, endurance events, youth sports, campgrounds, golf, etc.	Achieve scale without compromising target – 100% opt-in. Samples are tried at point-of-use.
<b>Brandshare 360</b>	Doug Guyer	610-993-0500 ext 217	Doug@idronline.com <a href="http://www.brandshare360.com">www.brandshare360.com</a>	Sample ships with order the consumer has placed with on-line retailer or cataloger (bluefly.com, Brooks Bros, etc.)	100% package open rate Highly targetable without high cost of direct mail. Online buyers share via social media.
<b>Brand Connections</b>	Heather Berman	312.377.8006 x206	<a href="mailto:hberman@brandconnections.com">hberman@brandconnections.com</a> or <a href="mailto:sorel@brandconnections.com">sorel@brandconnections.com</a> <a href="http://www.brandconnections.com">www.brandconnections.com</a>	Vacation sampling programs; offering variety of targets. Events, airlines, on-line, etc.	Highest trial occurs when consumers have few options (point-of-need/point-of-use)
<b>Barnes&amp;Noble College Marketing</b>	TJ Nolan	708-383-3132	<a href="mailto:tjnolan@bncollege.com">tjnolan@bncollege.com</a>	Reaches college students via purchases made at campus B&N stores	College students are an entry point for many categories; B&N controls sample distribution
<b>EURO RSCG</b>	Jesse Reif	312-799-7341	Jesse.reif@eurorscg.com <a href="http://www.eurorscg.com">www.eurorscg.com</a>	Schools, daycare professional, venue-based, events, etc.	Variety of programs; implied endorsements of professionals
<b>ICOM</b>	Robert Cooke	312-841-6070 312-854-1725	robert.cooke@epsilon.com	Mailed; via list whereby consumers opt-in & provide info on brand/category usage	Pre-qualifies sample recipients; no waste sample waste
<b>Handit2 network</b>	Andy Potter	303-674-0651	andy@handit2.com <a href="http://www.handit2.com">www.handit2.com</a>	Venue based: Daycare, Pediatricians, Schools, etc.	Can sample with close proximity to key retailers
<b>Niche</b>	Lee Hessenthaler	414-276-5666	lee@nichesampling.com <a href="http://www.nichesampling.com">www.nichesampling.com</a>	Reach women with interest in health/wellness products (yoga instructor, Curves, new moms)	Category exclusivity; market research with web presence overlay
<b>News America/Smart Source</b>	Andrew Nestico <a href="mailto:Sarah.Lindholm">Sarah Lindholm</a>	800-462-0852 212-782-8000 212-782-8151	Newsamerica.com <a href="mailto:anestico@newsamerica.com">anestico@newsamerica.com</a> <a href="mailto:slindholm@newsamerica.com">slindholm@newsamerica.com</a>	Newspaper, retailer loyalty card database sampling, in-store options, fulfillment, etc.	Offers variety of programs to reach consumers at home or in-store
<b>Promo Partners, Inc.</b>	Rhonda Kugelman	631-253-3339	rhonda@promopartnersinc.com	Bed&Breakfast, DaySpa's, schools, other venues	Consumers self-select whether they want to receive sample; resulting in higher trial rates
<b>School Family Media</b>	John Driscoll	800-644-3561 x202	jdriscoll@schoolfamilymedia.com	Turnkey sampling to moms with kids age 5-14, at social PTA/PTO school events	Influential PTA/PTO moms distribute samples at back-to-school and other events
<b>The Sunflower Group</b>	Trevor Garberg	800-288-5085	Trevor.garberg@sunflowergroup.com	In-store sampling and newspaper bag sampling	Large network of stores; allows brands to reach consumers at point-of-purchase

Company Name	Contact	Phone	Email/website	Sampling specialty	Rationale/comments
<b>Target Media Solutions, Inc.</b>	Ingrid Brown Joe Fitzgerald	770-205-8666 x101 Ingrid x102 Joe	<a href="mailto:ibrown@targetmediasolutions.com">ibrown@targetmediasolutions.com</a>	Lifestage targeting; specializing in brides and moms-to-be. First time customers, no duplication	Accountable and measurable distribution; bags are scanned into customer records
<b>WorkPlace Media</b>	Ken Karnes	860-874-7779	<a href="mailto:kkarnes@workplacemedia.com">kkarnes@workplacemedia.com</a> <a href="http://www.workplacemedia.com">www.workplacemedia.com</a>	Reaches consumers at work/thru workplace, via network of businesses	Uncluttered environment which generates Buzz & WOM, with ability to target demographics and industries
<b>Zoom Media &amp; marketing</b>	David Kovall	646-388-9930	<a href="mailto:dkovall@zoommedia.com">dkovall@zoommedia.com</a> <a href="http://www.zoommedia.com">www.zoommedia.com</a>	Fitness Network/Health Clubs w/ integrated target media (see website for other programs)	Long term relationships with largest health clubs; measured by Nielsen

**NOTE: Sampling Effectiveness Advisors will work with you to help find the appropriate vendor/program for your brands sampling plan. At no charge to you, we can provide you with a recommendation on a sampling plan which will reach your target, meet your trial objectives, and provide a positive Return-on-Investment. Contact Cindy Johnson today for more information; [cindy@samplingeffectiveness.com](mailto:cindy@samplingeffectiveness.com) or (513)353-0131**