

E-Commerce Shopping (Online & Mobile) is **GROWING**

at an **annual 16% pace**
while Bricks & Mortar retail shopping
is almost **stagnant at 1.5% growth.**



*Is this an
opportunity
for your brand?*

We all understand the fact that Online Buyers are predisposed to using their preferred method of social media to share their experiences that they have with a product or service, to their networks of friends and family. This organic promotion of your brand can help increase your sales, or, if a negative experience, can undermine even a brand's best advertising campaign.

How can a brand connect with these on-line buyers in a positive, meaningful and trusted way?

Imagine....if you were the Brand Manager for a shampoo and conditioner brand... and you purchased a dress from one of your favorite online retailer's like Bluefly.com, 2 days ago. When you come home tonight, you found a FedEx package from Bluefly.com on your front porch. Knowing what it was, you brought it right in, put it down on the kitchen counter top and proceeded to open it up with just the right amount of positive anticipation.

You open and see your beautiful dress ... and... you also sense an opportunity for your brand.

What if you could take advantage of this positive open-the-box experience by including your product or sample of your shampoo & conditioner along with a coupon, right inside the ordered package with the dress?

If you could make this arrangement, you'd:

- A. **Connect with your target consumer** in this case, appearance conscious women, **100% of the time.**
- B. Get your product **delivered In-Home**, where trial rates are at their highest.
- C. Guarantee that **100% of your products/samples were delivered** (via FedEx or UPS) **and opened** (as every order package is opened).
- D. Have not just category exclusivity, but **total exclusivity** as your product/sample would be the only product in the package with the dress.
- E. **Obtain the implied endorsement** from the trusted Online Retailer that your targeted consumer just bought from – **one of her favorites.**
- F. **Have access to millions of online buyers each month**, who, after trying your product, are **twice as likely to blog about it, or share** their experience about it with their friends via Facebook or Twitter, based on MRI data for Online Buyers.

These benefits to your brand are clear and are a derivative of a company called BrandShare and their Online Retailer Network, which consist of 510 Online Retailers, in 41 different Lifestyle Networks, who collectively ship over 40 million FedEx & UPS order packages each month.



Participating brands generate Industry-Best trial and conversion rates, due to the 6 facts previously stated.

An example of a few Brand Campaigns include:

- 1) **The Art of Shaving Starter Kit** with **BrooksBrothers.com**, **HautelookMen.com** and other men's fashion online retailers.
- 2) **Kiss Impress Nails** with **ShoeDazzle.com**, **GoJane.com**, **Lulus.com** and other women's fashion online retailers.
- 3) **Quaker Oatmeal Squares cereals** with **Zulily.com**, **ChildrensWearDigest.com** and other Mom's with Children online retailers.
- 4) **Woolite Complete Laundry Detergent** with **BedBath&Beyond.com**, **BeyondtheRack.com** and other apparel/washable ORs.
- 5) **5-Hour Energy** with **Chegg.com**, **Tupperware.com** and other college textbook online retailers and busy Working Mom's online retailers.

The campaigns are only limited by a brand managers' or agencies' creativity. BrandShare has executed hundreds of campaigns, delivering hundreds of millions of products and samples to the brands' targeted audience, in the comfort of the consumers' home, delivering better ROI than solo direct mail sampling/request based sampling at a fraction of their cost.

It's also important to know that each Online Retailers' fulfillment center has tens of millions of dollars of their own merchandise in it, and their Quality Control/Security is 24/7. Not a single carton of samples can leave the facility without a supervisor knowing of it.



A Woolite Complete Sample in a Bluefly.com Package

Diversion or theft is thwarted before it even becomes an idea.

This is BrandShare's 22nd year of executing flawless campaigns for hundreds of top brands from P&G to Colgate to Unilever to L'Oreal to Kimberly Clark to Wrigley to SC Johnson and more. As Online Buying continues to become the dominate channel to purchase merchandise in an easy & convenient fashion, by consumers who have the HHI and knowledge to become a brand advocate of your product or service, it's going to be more important than ever to engage them in a way that compliments their lifestyle and purchase behavior.

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