

This document should be used by the brand to help think through the important aspects of the sampling program. This document should also be shared with the sampling vendor or agency working on elements of the program so they understand the brands objectives/goals behind the program.

Sampling Program Design Brief

Date:

Brand:

PROGRAM INFORMATION :

Initiative/Product Description: (include gross weight of individual sample if known)

Quantity of Samples to be Distributed: (what is the minimum/maximum number of samples that need to be distributed, considering your budget constraints?)

Regional Breakouts/Distribution Requirements: (example: 50% should be distributed in NE or no distribution in NE, etc.)

Timing: (samples to be distributed between ___ and ___)

KEY INFORMATION :

PURPOSE: Obviously the ultimate purpose in sampling is to generate trial – resulting in incremental purchase. Please state any other key goals behind this sampling program.

SUCCESS CRITERIA: What will success look like? (% trial, purchase conversion %, etc.)

BUDGET INFORMATION/PAYOUT REQUIREMENTS: (i.e., To break even, total cost cannot exceed \$1.00 per sampled household, or program must payout in six months, etc.)

RISK OR OTHER ISSUES ? :

(address ways to minimize sample waste, competitive issues, etc.)

TARGET INFORMATION :

Include demographics, psychographics, shopping behaviors, etc.

1st Priority (what target presents the highest trial opportunity? How do you reach them when & where they will be most receptive? How do you avoid current users?) –

Secondary Target (other target group that is interested in category; could be consumers in life-change points for example or high-consumption households)

RESEARCH NEEDS

Explain how program will be measured to obtain trial and purchase conversion numbers. Who will provide research? (If sampling vendor is providing research, how will you verify numbers etc.?)

OTHER INFORMATION

Please provide any information that will helpful in designing a successful program. Include other marketing elements that will enhance/support the sampling program. What will drive immediate trial?