

Case Study

Driving Brand Adoption: Appliance Retailers Consumer Sampling Program

Discover how UM Marketing's strategic Point of Market Entry Consumer Sampling Program targeted at new washing machine owners elevated brand engagement for a leading CPG brand in the fabric care sector.

Client: CPG

Brand: Fabric Care

Objective: Capture the attention of consumers making new washing machine purchases through UM Network Appliance Retailers.

Strategy: Hand-distribute one sample at checkout via UM Network Appliance Retailers.

Key Metrics:

- **Sample Trial Rate:** Achieved an impressive 89.6% sample trial rate.
- **Purchase Intent Prior to Receiving Sample:** 40.3% were uncertain about purchasing the fabric care product.
- **Product Perception:** 71.3% of participants liked the product very much after trial.
- **Most Enjoyed Aspect of the Sample:** Performance/Actual Results – 73.5%.
- **Purchase Behavior:**
 - 55.8% of surveyed participants went on to purchase the full-sized fabric care product.
 - 24.7% stated they would not have purchased the fabric care product if they hadn't received the sample.
 - 23.4% purchased the fabric care product for the first time.

Outcome: UM's Point of Market Entry - Appliance Retailers Consumer Sampling Program delivered exceptional results, driving high sample trial rates and positively influencing purchase behavior among new washing machine owners. This strategic approach not only increased brand adoption but also captured a significant share of first-

time buyers, highlighting the effectiveness of unique & targeted UM Sampling Programs in driving consumer engagement & brand loyalty.