

Case Study

Driving Brand Engagement with New Movers Consumer Sampling Activation

Client: CPG

Brand: Home Care

Target Demographics & Psychographics: Consumers relocating into their new residences

Distribution Strategy: Hand Distributed samples via UM Network Moving & Property Management companies to consumers who recently moved into their homes but have not yet unpacked. This facilitated easy usage of the sample for cleaning homes before unpacking.

Activation Metrics:

Purchase Intent After Receiving the Sample:

- Pre-Survey: Definitely would buy - 20.3%
- Post-Survey: Definitely would buy - 45.9%

Opinions of the Product:

- Liked it very much - 68.4%

Purchase after Sample Trial (Sample's effect on Purchase Behavior):

60.2% of those surveyed said they went onto purchase. For those that made a purchase, U.M. queried "In what ways, if any, was purchase behavior influenced because of the sample you received?" The greatest effect of the sample was it caused 47.5% of those that made a purchase to buy the brand for the first time.

Conclusion:

By strategically targeting individuals relocating into new residences with UM's New Movers Consumer Sampling Activation, we achieved remarkable results in driving purchase intent, positive product opinions & purchase behavior. The success of this activation highlights the effectiveness of leveraging UM Network moving & property management channels to reach & engage with new movers during a crucial transition period.