

## Case Study

### **Elevating Brand Engagement: South Asian Yoga & Pilates Studios Consumer Sampling Activation**

**Client:** CPG

**Brand:** Hair Care – Shampoo & Conditioner

**Target Demographics & Psychographics:** South Asian Canadian females (Key DMA's)

**Distribution Strategy:** Hand-Distributed Hair Care Kits to females across UM Network Yoga & Pilates Studios

#### **Activation Results:**

- **Sample Trial Success:** Achieved an impressive 90.9% sample trial rate, indicating strong consumer interest & engagement.
- **Conversion Rates:** 29.6% of consumers purchased the brand for the first time after trying the shampoo, while 38.5% did so for the conditioner, highlighting the effectiveness of the sampling strategy in driving purchases.
- **Word of Mouth Impact:** A remarkable 47.2% of consumers endorsed the brand to friends and family, showcasing the power of positive consumer experiences in driving brand advocacy.

#### **Conclusion:**

By strategically targeting South Asian Canadian females through the UM Network Yoga & Pilates Studios, our sampling activation achieved outstanding results in driving trial, conversion, and word-of-mouth endorsements. This success underscores the effectiveness of targeted sampling strategies in capturing consumer interest and fostering brand loyalty.