

## Case Study

### Empowering Campus Wellness: Fem Care Sampling Program

Explore how UM Marketing's innovative Fem Care Campus Sampling Program empowered female students at Colleges & Universities, driving brand engagement & loyalty for a Tier 1 Fem Care Brand.

**Client:** CPG

**Brand:** Feminine Care

**Objective:** Distribute Fem Care sample kits to female students at Colleges & Universities, enhancing brand visibility, trial & engagement among this demographic.

**Strategy:** Strategically hand-distribute one Fem Care Sample Kit to female students participating in Campus Intramurals, Fitness events & residing on campus.

#### Key Metrics:

**Sample Trial Rate:** Achieved an impressive 95.4% sample trial rate, indicating strong interest & engagement among participants.

**Product Perception:** Following the trial, 73.8% of participants expressed high satisfaction, showcasing positive product perception.

**Purchase Behavior:** 51.8% of surveyed participants proceeded to purchase the full-sized product after receiving the sample kit, highlighting the program's impact on driving purchase behavior.

**Recommendation:** A notable 47.3% of participants recommended the product to friends and family, underscoring its appeal and quality.

**Outcome:** UM's Fem Care Campus Sampling Program effectively engaged female students, driving high sample trial rates and positively influencing purchase behavior. The program not only enhanced brand visibility but also fostered loyalty and advocacy among this important demographic, showcasing the power of targeted sampling initiatives.

#### Ready to Elevate Your Brand's Presence on Campus?

Contact us today to explore customized sampling programs tailored to enrich brand engagement and promote wellness within collegiate environments.