

Case Study

Empowering Confidence: Men's Grooming Campus Sampling Initiative

Discover how UM Marketing's (UM) meticulously crafted Consumer Sampling Program revolutionized male grooming engagement on post-secondary campuses.

Client: CPG

Brand: Men's Grooming

Objective: To strategically distribute Men's Grooming Sample Kits to male students, fostering confidence, brand engagement & promoting grooming awareness.

Strategy: Implementing a targeted approach, UM strategically hand-distributed one Men's Grooming Sample Kits to each male student across post-secondary campuses, in residences/dorms, intramurals, career service centers, career advisement & prep centers, career fairs, networking events, and co-op advisement centers.

Key Metrics:

- **Sample Trial Rate:** Achieved an impressive 95.8% sample trial rate, indicating robust interest and engagement among participants.
- **Overall Opinion of the Sample:** A notable 78% of participants expressed a favorable opinion of the sample: I like it very much.
- **Most Enjoyed Aspect of the Sample:** Highlighting the product's effectiveness, 84% of participants cited performance/actual results as the most enjoyable aspect.
- **Purchase Behavior:** Remarkably, 56.4% of surveyed participants proceeded to purchase the grooming product. Notably, 30.5% of purchasers stated they would not have bought the specific product if they had not received the sample.
- **Purchase Intent:**
 - Before Sample: 30.5% of participants indicated they would definitely buy.
 - After Sample: This number increased to 50.5%, showcasing the sample's significant influence on purchase intent.
- **Word of Mouth:** 74.4% of participants recommended the product to friends and family, highlighting the program's ability to stimulate positive consumer advocacy.

Outcome: UM's Men's Grooming Campus Sampling Initiative has successfully empowered male students to embrace grooming routines with confidence. The program's exceptional results in driving sample trial rates, purchase behavior, and purchase intent underscore its effectiveness in elevating brand engagement within the collegiate demographic.

Ready to Elevate Your Brand's Campus Presence?

Contact us today to explore tailored sampling initiatives designed to boost brand awareness and foster consumer loyalty within post-secondary campuses.