

## Case Study

### Enhancing Brand Loyalty: Cookware Retailers Sampling Activation

Explore how a strategic Consumer Sampling Activation targeted at new cookware owners elevated brand engagement for a CPG brand in the dish care sector.

**Client:** CPG

**Brand:** Dish Care

**Objective:** Drive brand loyalty among consumers who recently purchased cookware at UM Network Cookware Retailers.

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

#### Key Metrics:

- 1. Sample Trial:** Achieved an impressive 96.3% sample trial rate.
- 2. Product Perception:** 86.6% of participants liked the product very much after trial.
- 3. Most Enjoyed Aspect of the Sample:** Performance/Actual Results – 73.5%.
- 4. Word of Mouth:** 66.1% of participants recommended the product to friends & family
- 5. Purchase Behavior:**
  - 16.1% stated they would not have bought the product if they had not received the sample
  - 12.8% purchased the product for the first time after receiving the sample.

**Outcome:** UM's targeted Cookware Retailer Consumer Sampling Activation yielded exceptional results, driving high sample trial rates, positive product perception, and significant word-of-mouth recommendations. Moreover, the activation directly influenced purchase behavior, with a notable percentage of participants making their first purchase after sampling the product.