

## Case Study

### Nurturing New Beginnings: Prenatal Baby Care Sampling Program

Discover how UM Marketing's innovative Prenatal Consumer Sampling Program empowered expecting mothers with essential baby care products, setting the stage for a healthy start.

**Client:** CPG

**Brand:** Baby Care

**Objective:** To provide expecting mothers in their 3rd trimester with Prenatal Sample Kits, fostering brand awareness & promoting product adoption.

**Strategy:** Strategically distribute one Baby Care Sample Kit to new moms through Prenatal classes conducted by doulas, midwives, and registered nurses. The kits were seamlessly integrated into both private one-on-one sessions and public classes, enhancing the learning experience and facilitating product exploration.

#### Key Metrics:

- **Overall Opinion:** 82.35% of new moms expressed a high level of satisfaction, indicating a positive reception to the Baby Care Sample Kit.
- **Recommendation:** An impressive 88% of participants recommended the product to family and friends, underscoring its quality and effectiveness.
- **Impact on Purchase Behavior:** The Prenatal Baby Care Sample Kits significantly influenced the purchasing behavior of 71% of new moms. Notably, 38.71% purchased a greater quantity due to the sample they received.
- **Conversion Rate:** A significant 78.67% of surveyed participants proceeded to purchase full-size packs of the baby care brand. Among purchasers, 40.7% made their first-time purchase due to the sample's influence.

**Outcome:** UM's Prenatal Baby Care Consumer Sampling Program has proven instrumental in nurturing new beginnings for expecting mothers. The program's exceptional results in driving trial purchases, recommendation rates, and purchase

behavior highlight its effectiveness in providing essential support and guidance during the prenatal journey.

### **Ready to Enhance Your Brand's Prenatal Presence?**

Contact us today to explore tailored sampling initiatives designed to strengthen brand awareness and support expecting mothers on their journey to motherhood.