

# How to Execute a Best-in-Class Experiential Sampling Campaign

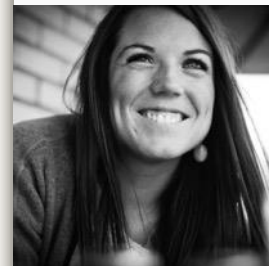


# Blueprint Experience Marketing



**allison  
tonnies**  
strategy lead and  
founder

We build  
**BRAND  
ADVOCACY**  
through share-worthy  
experiences.



**sara couper**  
master of details, director  
of operations



15+ million product samples distributed



# Agenda

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- Experiential Marketing's Role
- How to Execute a Best-in-Class Campaign:
  1. Define Objectives
  2. Program Design & Integration
  3. Measurement & Reporting
  4. Budgeting
- Q & A



# Experiential is the Heart of Branding

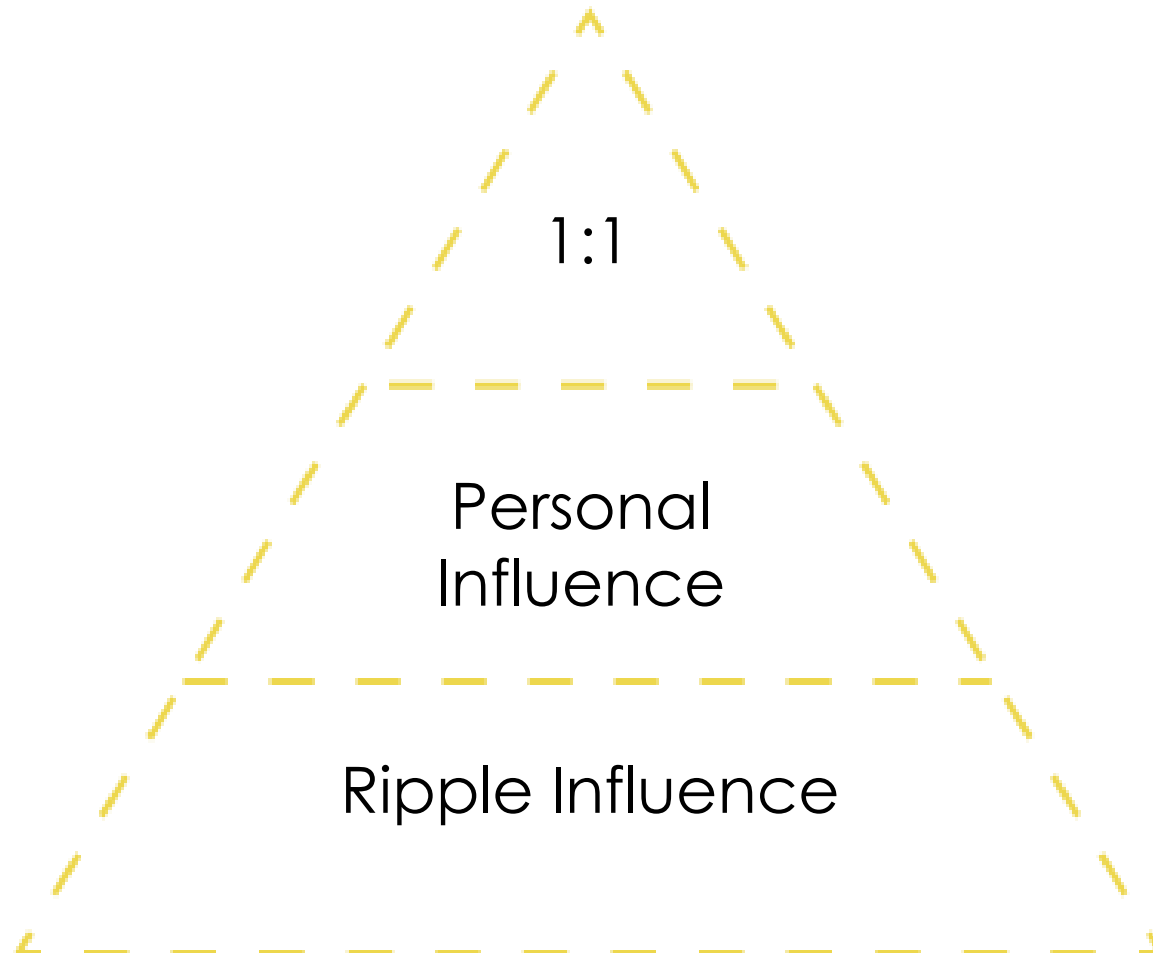


Brands Need to Create a Human  
Connection with Consumers

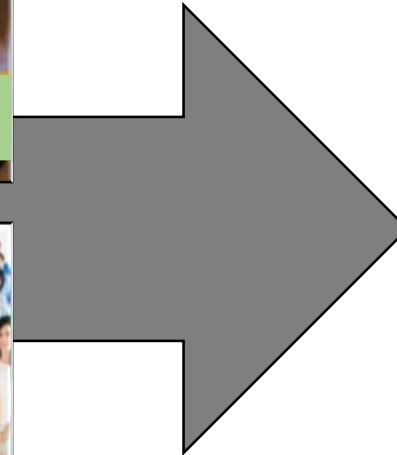
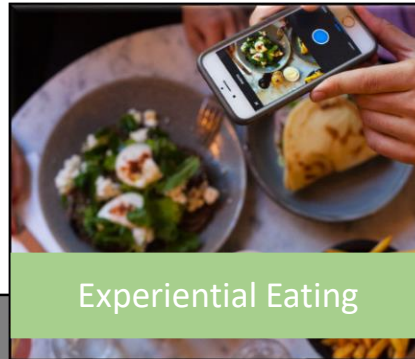


# Advocacy Model

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# Food is at a Tipping Point...



# Why Sampling?



## 2 out of 3 consumers want samples

2/3 of consumers ranked "trying a product sample" as the #1 way to get them to buy a product<sup>1</sup>



## 81% of consumers will purchase

81% of consumers say that if they received a sample and liked the product, they would buy it<sup>3</sup>



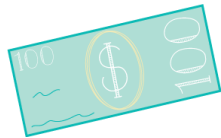
## 92% prefer over coupons

92% of consumers would rather be presented with a free sample versus a cents-off coupon<sup>2</sup>



## 94% of Moms prefer sampling

94% of females running households felt sampling gave them a better idea of a new product than traditional advertising<sup>4</sup>



## Premium Price = Purchase Barrier

Higher priced goods are perceived as having higher financial risks; therefore, the lower the likelihood of purchase without trial<sup>5</sup>

1. Yankelovich
2. Fitzgerald
3. Opinion Research Group
4. Dorothy Spencer
5. Journal of Marketing

# How to Execute a Campaign

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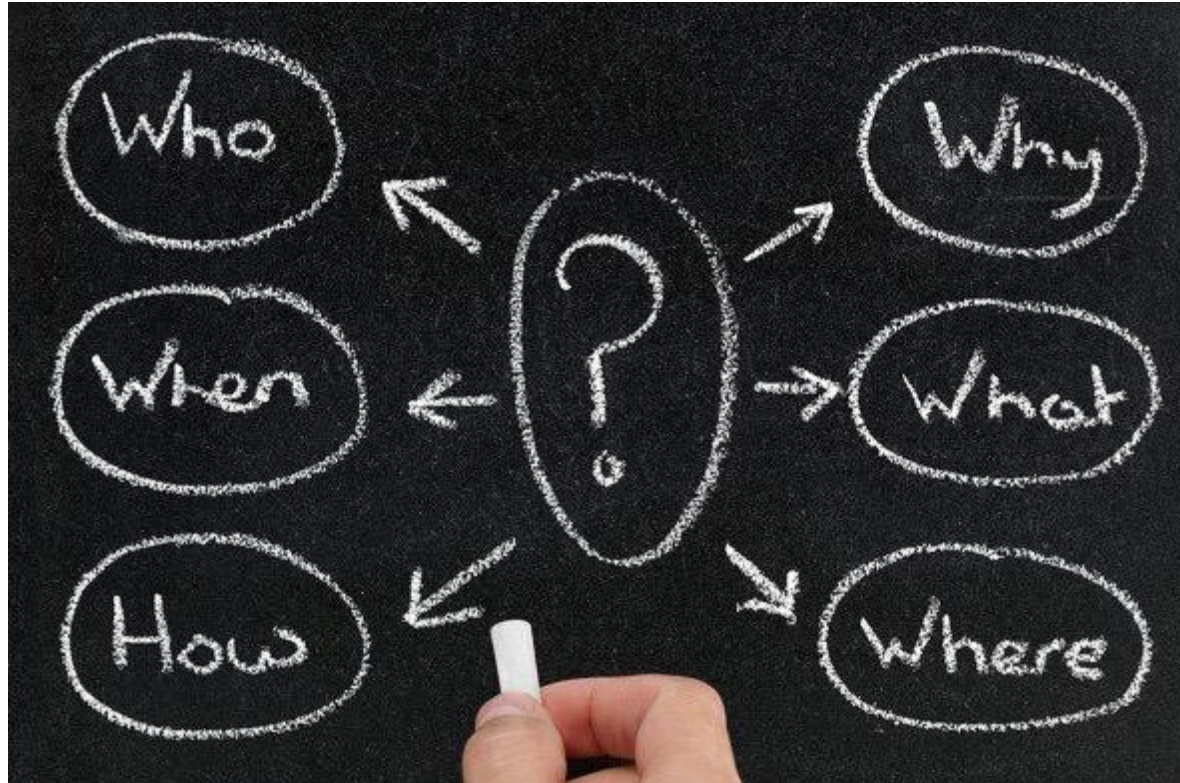


Where to Start?



# Step 1: Objectives & Tactics

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# Objectives & Tactics

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- **Objective 1: Spark trial and create intent to purchase**
  - Primary Tactic: Distribute product samples
  - Secondary Tactic: Distribute program specific coupons and branded collateral
- **Objective 2: Create brand loyalists through a fun and engaging experience**
  - Primary Tactic: Incentivize social sharing through unique hashtag
  - Secondary Tactic: Be locally relevant with activation schedule and messaging hierarchy
- **Objective 3: Strengthen customer relationships**
  - Primary Tactic: Sales team to leverage campaign to secure secondary displays
  - Secondary Tactic: Partner with customer's marketing teams for additional social content, while driving consumers to retail
- **Objective 4: Gain valuable consumer insights for NPD & customer relationships**
  - Primary Tactic: Capture data (photos, comments, psychographic, demographic, etc.) to use for future marketing and product development
  - Secondary Tactic: Conduct a market research survey in the field to understand what consumers are looking for next and competitive landscape



# What does Success Look Like?

Objective	Tactic	KPI	Measurement
Spark trial and create intent to purchase	P: Sample distribution S: Coupons and collateral distribution	P: How many samples did we pass out? S: How many coupons and collateral pieces did we pass out?	P: 200,000 samples S: 40,000 coupons & 500 premiums
Create brand loyalist through a fun and engaging experience	P: Unique hashtag S: Relevancy in schedule and messaging	P: How many authentic posts were posted? S: How deep can we go in our brand messaging?	P: 100 social posts (with incentive) S: 90 sec average engagement
Strengthen customer relationships	P: Sales team leverage campaign to secure secondary displays S: Partner with customer's marketing teams for additional social content, driving consumers to retail	P: Did we increase conversations/ secure secondary displays? P: Social content from customers	P: Commentary from Sales on customer conversations, secure additional displays in each retail location S: 3 customer generated posts
Gain valuable consumer insights for NPD & Customer relationships	P: Capture data to use for future marketing and product development	P: Who are we talking to? What are they saying about our brand and products?	P: 10 photos, comments, and insights per location



# Roles & Responsibilities

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## **Brand Marketing Manager**

Role: Project lead

### Responsibilities:

Brand rep for all agencies and key stakeholders

Budget management

## **Marketing Coordinator**

Role: Social Media support

### Responsibilities:

Social amplification

Internal support

## **Sales Team**

Allocate top retail visits per market

Onsite support for customer visits

Leverage vehicle and marketing support in conversations with buyers

## **Blueprint**

Role: Act as extension of Marketing team to design and execute experiential sampling program to achieve brand objectives

### Responsibilities

Turnkey planning & logistics

Event staffing and execution

Recap and data management

## **PR Agency**

Role: Social media strategist

### Responsibilities

Develop unique hashtag

Incentive for consumers



## 2. Program Design

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- Markets
- Timing
- Activation Plan
- Logistics & Assets
- Integration
- Budget



### Thematic Drive Periods



Health & Wellness  
JAN - MAR



Summer Fresh  
MAY - JUL



Back To School  
JUL - SEP



Fall  
AUG - OCT



Holiday  
NOV - DEC

# Where will you Reach Target Consumers?

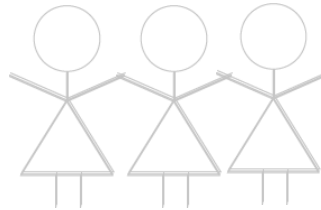
**Targeted Lifestyle Events**



**Grassroots Partner Sampling**



**Guerilla Sampling**



**Special Retail Events**



**Proprietary Events**





# In-Store vs. Out-of-Store Sampling

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- In-store pros:
  - Fosters Customer Relationships
  - Point of Sale
  - Quantity of Events
- In-store cons:
  - Foot Traffic Limitations
  - Lack of Control
  - Activation / Space Limitations
  - Harder to Scale



# In-Store vs. Out-of-Store Sampling

- Out-of-store pros:
  - Greater Control
  - Consistent, Ideal Experience
  - Reach
  - Easier to Scale
- Out-of-store cons:
  - Higher Cost per Sample
  - Necessary Economies of Scale





# Mobile Tour vs. One-Off Executions

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- Optimize program results via the benefits of a mobile tour platform:
  1. Consistent staffing – highly trained, full-time brand champions will manage the tour from start to finish to ensure brand is properly represented at all times
  2. Cost efficiencies – minimize travel expenses and down time with consecutive weeks of activation time versus one-off events since staff is on salary
- Amplify Awareness with Free Mobile Billboard via a Branded Vehicle
  - A branded vehicle throughout the duration of the tour acts as a mobile billboard generating millions of incremental impressions while on the road!



# Execution Calendar

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
1 Day Off	2 Day Off	3 <b>Guerilla Sampling Day</b>	4 <b>Guerilla Sampling Day</b>	5 Sponsored Event Set-up	6 <b>Sponsored Event Day</b>	7 <b>Sponsored Event Day</b>
8 <b>Sponsored Event Day</b>	9 Day Off	10 Load Product / Preparation / Debrief	11 <b>Retail Event Day</b>	12 <b>Retail Event Day</b>	13 <b>Grassroots Community Event Day</b>	14 Day Off
15 Day Off	16 <b>Guerilla Sampling Day</b>	17 <b>Guerilla Sampling Day</b>	18 Day Off	19 Sponsored Event Set-up	20 <b>Sponsored Event Day</b>	21 <b>Grassroots Community Event Day</b>
22 <b>Grassroots Community Event Day</b>	23 Day Off	24 <b>Guerilla Sampling Day</b>	25 <b>Guerilla Sampling Day</b>	26 Load Product / Preparation / Debrief	27 <b>Retail Event Day</b>	28 <b>Retail Event Day</b>



# Consumer Experience

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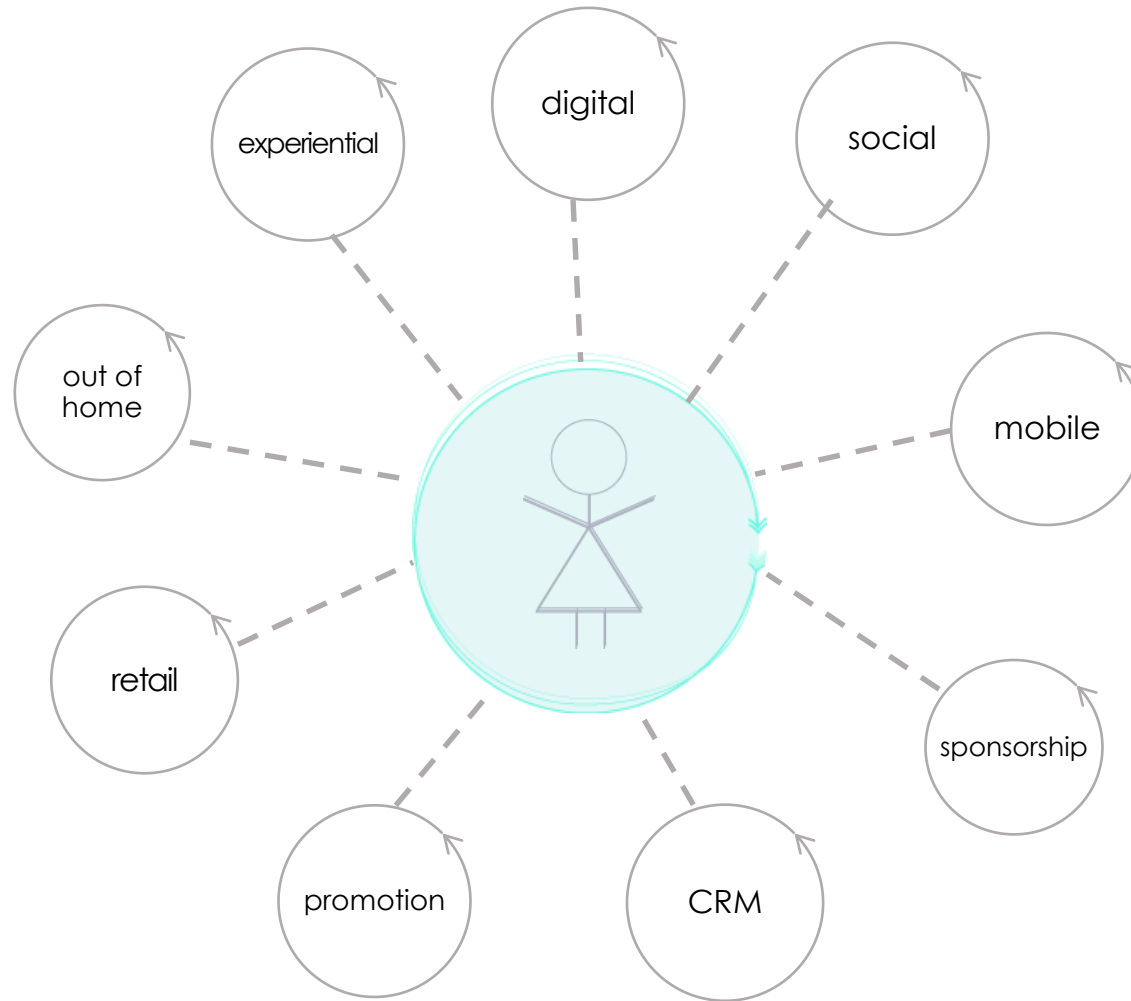
- “Exclusive” Surprise and Delight Moment Must-Haves:
  - Trained, passionate brand ambassadors
  - Attention to detail - environment & sampling experience
  - Share-worthy packaging displays
  - Coupons and local retail information
  - Maximized engagement – incentivize attendees to share and join community



# Integration

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- Seamlessly integrated disciplines ensure impactful and measurable results



# Social / CRM Integration

- Sharable event content will amplify the reach of the program exponentially
- Incentivize event participants to complete a call-to-action (share a photo, sign up CRM, etc.)



Tweet by @CanyonGFree

Published May 7 2017 06:03 PM



Canyon GF Bakehouse  
@CanyonGFree

Follow

It's a GORGEOUS Sunday morning at #Elmhurst #Artinthepark with the #LoveBreadAgainTour! Don't miss out! @BrewpointCoffee #glutenfreedom

11:58 AM - 7 May 2017

1 3



# Website Integration

The screenshot shows the Canyon Bakehouse website with a navigation bar at the top containing links for 'OUR STORY', 'PRODUCTS', 'FIND A STORE', 'COMMUNITY', and a 'Buy Bread' button. The main header features the Canyon Bakehouse logo and the text '2017 LOVE BREAD AGAIN. TOUR'. Below this, a paragraph invites users to join the Canyon-Mobile tour across the USA, sharing their experience on social media using the hashtag #LoveBreadAgainTour to win a free bread coupon. A large map of the United States is displayed, shaped like a loaf of bread, with pins indicating tour stops. A legend identifies 'FUTURE STOP' (brown pin) and 'PREVIOUS' (grey pin). A central text box on the map says 'SHARE YOUR LOAF!' and encourages using the hashtag to win a coupon. Below the map, a banner reads 'VISIT US IN A CITY NEAR YOU!' and 'OR SHARE YOUR LOAF USING #LOVEBREADAGINTOUR'. The footer is divided into three sections: 'TOUR SHOTS' with photos of the tour, 'FOLLOW THE BREAD MOBILE ON OUR 2017 TASTING EVENT TOUR!' listing upcoming events (St. Petersburg, FL; Austin, TX; Schaumburg, IL; Columbus, OH), and 'YOU SHARED!' showing social media posts with the hashtag #LOVEBREADAGINTOUR.

OUR STORY // PRODUCTS // FIND A STORE // COMMUNITY [Buy Bread](#) 🔍

**CANYON BAKEHOUSE**  
GLUTEN FREE

2017  
**LOVE BREAD AGAIN.**  
**TOUR**

Join the Canyon-Mobile as we cross the USA to bring you delicious, fresh gluten-free products! Share your loaf on Facebook, Instagram or Twitter using [#LoveBreadAgainTour](#) and each week we'll send a winner a Free Bread coupon!

**SHARE YOUR LOAF!**  
Use [#LoveBreadAgainTour](#) and each week we'll send a winner a "Free Bread" coupon!

📍 FUTURE STOP  
📍 PREVIOUS

**VISIT US IN A CITY NEAR YOU!**  
// OR SHARE YOUR LOAF USING [#LOVEBREADAGINTOUR](#) //

**TOUR SHOTS**  
FROM @CANYONFREE

**FOLLOW THE BREAD MOBILE ON OUR 2017 TASTING EVENT TOUR!**

- GLUTEN FREE FOR LIFE  
St Petersburg, FL // [March 25](#)
- GLUTEN FREE FOOD ALLERGY FEST  
Austin, TX // [April 8-9](#)
- GLUTEN & ALLERGEN FREE EXPO  
Schaumburg, IL // [April 22-23](#)
- LIVING WITHOUT'S GLUTEN FREE FOOD ALLERGY FEST  
Columbus, OH // [April 29, 30](#)

**YOU SHARED!**  
[#LOVEBREADAGINTOUR](#)

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# Measurement & Reporting

- Track key metrics through detailed event recaps:
  - Number of samples distributed (coupons, swag, collateral)
  - Proof of performance photos
  - Consumer comments
  - Highlights of the day
  - Key learnings

**SAN FRANCISCO, CA**  **44,789**

**LOVE BREAD AGAIN SPOTLIGHT**  


A mother and daughter came up to the booth and told us that they had both recently embraced a GF lifestyle as a show of support for a friend that was diagnosed with celiac. They absolutely loved the Heritage bread and said that their friend would also love it as it tasted exactly like the bread that she used to eat. They were grateful for the coupons and our support of people that live GF lifestyles!

**HIGHLIGHTS**

- This was a great event that brought steady crowds of health conscious people who were gluten free for many different reasons! The big loaf was a huge hit and drew a great crowd!
- As usual, multiple consumers were surprised by the taste of our bread. One said, "This is so soft, light and airy. I would have never guessed this is GF, it's mind blowing."
- Coupons were very popular with consumers after they tasted the product, many said that they were going to have to stop at the store on the way home to stock up.
- "I have literally tried every brand of GF bread that is out there, and yours is the only one that tastes like bread."

**Haight Ashbury Street Festival**  


# Budgeting

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## **\$50K Spend**

(\$2.00-1.75 per sample)

Local activations

Retail, guerilla, grassroots

25,000 - 30,000 samples  
+ 1-2MM impressions

## **\$250K Spend**

(\$1.50-\$1.25 per sample)

Regional activations (tour)

Sponsored events, retail, guerilla,  
grassroots

150,000 - 200,000 samples  
+ 11-13MM impressions

## **\$150K Spend**

(\$1.75-\$1.50 per sample)

Regional activations (mini tour)

Retail, guerilla, grassroots

80,000 - 100,000 samples  
+ 6-7MM impressions

## **\$500K+ Spend**

(\$1.25-\$1.00 per sample)

National activations (tour)

Sponsored events, retail, guerilla,  
grassroots

400,000 - 500,000 samples  
+ 16-18MM impressions





# Thank you!

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Questions?

