

2020 Creative Roots Pediatrician Sampling



The challenge: Newly launched kids brand with minimal consumer awareness. Positioned as a better-for-you brand in an emerging category of kids flavored water to help with hydration.



Proprietary network of 600K physicians and 200K general/family and specialty practices (Pediatricians, OB/GYN's, Endocrinologists, Dermatologists, and others).



1. Ideal Target & Program

Start with Access Health™, nationwide proprietary network of 600K health care professionals. Narrow target to engage pediatrician offices for sampling as implied endorsement.



3. Contractual Engagement

All targeted pediatrician offices contacted. Narrowed to 700 offices, which opted-in to distribute samples based on expected patient loads for August 2020.



Doctor Opt-In Portal

Secure, dedicated portal for program registration and updates including photos and program feedback. Docs sign contracts agreeing to distribute requested sample volume.



5. Reporting & Actionable Insights

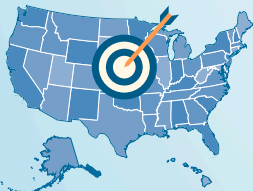
Full report of program research, results and insights for future brand planning and key account sales. Key findings:

- Pediatricians Ratings (1 to 5):
- Program appeal: 4.5
 - Patient appeal: 4.4
 - Ease of execution: 4.4

- Parents/Caretakers:
- 94% had never tried CR
 - 82% never heard of CR
 - 92% of kids tried sample
 - 79% conversion within 3 wks
 - 43% purchased CR
 - 36% planned to buy
 - 82% increased awareness / concern about dehydration

2. Match Desired Demographics

Hone 20K Pediatric offices to 12K, using Nielsen spectra data in zip codes with desired consumer target. Households \$85K+ and +2 kids.



Consumer and Office Research

In-depth, two-stage consumer surveys, focusing on brand appeal, multi-attribute, purchasing behavior and insights into actual conversion, coupon usage, and topic education. Offices completed feedback forms with parent sentiments and photos.



4. Program & Office Execution

Samples distributed, encouraging organic dialogue between providers and parents about kids' hydration needs. Program easel with tear pads w/ high-value coupon & invite to complete consumer survey.



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