

1+1=3

CROSS-BRAND SAMPLING

Sample **In-Store** in/on a complementary product to drive powerful **Shopper Trial**

Cross-Brand Sampling

Putting your product sample on a complementary partner brand package gives you the power to:

- ✓ Generate **trial & conversion** and new users from host brand shopper households loyalists
- ✓ Secure **secondary brand exposure** around a shopper solution / usage occasion
- ✓ **Leverage incremental display** activity
- ✓ Drives **cross-department traffic** to your shelf



Elements

Cross-brand sampling includes some or all of the following:

- In-pack tipped or overwrapped samples with accompanying themed promotional booklet (shared copy, brand coupons, joint recipes, optional sweeps/contests, seasonal tips / ideas, etc.)
- On-package bursts with secondary brand exposure
- Dedicated opt-in shopper depth research for insights to flow back to buyers at key accounts

Key Account Sales Leverage

Coordination with sales teams (with supporting trade support materials) at both brands for:

- Incremental case buys at retailers to support promotion
- Cross-aisle promotional presence
- Individual brand and possible joint pitches to drive incremental display activity
- Thematic linkage with seasonal, holiday, and other usage occasions to support existing retailer shopper initiatives



the **samplingstore**™

321 Glen Echo Lane, Ste. C
Cary, NC 27518
Phone: (919) 303-3223
Fax: (919) 303-3225
sales@samplingstore.com

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www.samplingstore.com

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