

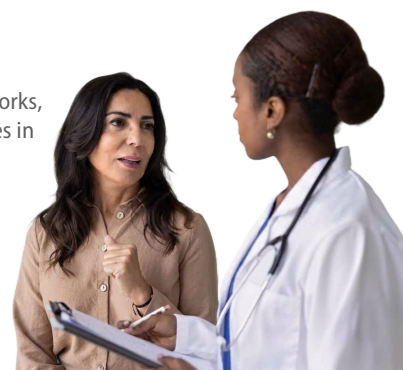


Improve Brand Health with Trial & Conversion by Sampling to Patients at Targeted Health Care Practices

The Network

CoOptions **Physician Office Sampling Network™** is one of our oldest and most successful sampling networks, with tens of millions of samples and literature pieces delivered through tens of thousands of physician offices in general and multi-discipline practices and specialties (e.g., Cardiologists, Pediatricians, Gastroenterologists, OB/Gyns, Dermatologists, Endocrinologists, Allergists, etc.).

If your brand targets specific clusters of consumers visiting health care practitioners for preventive care of condition treatment, we'll work with you to develop the ideal sampling campaign from start-to-finish — collaborative creative and messaging, production of counter signage and literature, opt-in dual consumer research (trial survey following sample receipt and follow-up conversion survey 3 – 4 weeks later), sample fulfillment, and field team hand-delivery and set-up of your samples and collateral in each office.



Consumer Targeting

- General practice or by specialty with specific targets (e.g., OB/GYNs, Endocrinologists, Cardiologists, Pediatricians, and other specialists)
- Targeting by season (e.g., cold & flu season, spring allergy season, etc.), by condition or preventive care



Locations/Reach

- Varies by specialty and size of practice from 250 to 1,000 samples / practice / month
- Up to 1,000,000 samples per month (minimum of 50,000 per major DMA)
- Field staff signage and collateral set up with time-stamped photos for compliance (and stop-ins periodically at offices)



Signage and Research Inclusions

- Custom 5" x 7" T-base acrylic holder w/ printed sign and branded survey invite post cards (25% of sample volume), design included
- Dedicated dual-tier opt-in consumer research (initial trial & follow-up conversion survey one month later (both with \$10 Amazon® eGift card rewards))

Investment (All-inclusive per sample under 3 oz.)*

Volume	Cost / Sample	Survey Rewards
50,000 pilot	\$0.714 (\$35,722)	100 core / 50 conv
100,000	\$0.611 (\$61,100)	100 core / 50 conv
150,000	\$0.575 (\$85,950)	150 core / 75 conv
200,000	\$0.535 (\$107,000)	200 core / 100 conv
250,000	\$0.527 (\$131,750)	200 core / 100 conv
500,000	\$0.484 (\$242,000)	250 core / 125 conv
750,000	\$0.455 (\$341,250)	300 core / 150 conv
1,000,000	\$0.427 (\$427,000)	400 core / 200 conv

Executional Information

All programs are turn-key and include counter signage, survey invitation branded post cards (with 2 rounds of in-house design), dual-tier research setup and execution with Amazon® eGift card consumer rewards, and full recap & reporting. Client ships samples to our MN fulfillment center for repacking, collateral production and insertion in custom master cases, and shipping to regional warehouses. Media screens also available (inquire).

the **samplingstore**™

A CoOptions Group Company
2500 Regency Parkway
Cary, NC 27518
Phone: (919) 303-3223
Fax: (919) 303-3225
sales@samplingstore.com
<https://samplingstore.com>



v.2026-07.1.0

* Samples 3 oz. or heavier and/or bulky samples that increase UPS dimensional weight will incur additional ground shipping costs



www.samplingstore.com





CASE STUDY – Creative Roots

the **samplingstore**.

Project Development & Execution Process

2020 Kraft Creative Roots Pediatrician Sampling



Kraft Foods engaged CoOptions' Sampling Store™ to distribute 320,000 kid-sized bottles of its Creative Roots plant-based flavored waters with 1gm. of sugar, to parents and caretakers at pediatrician offices.



1. Project Goals & Planning

Build sampling at pediatrician offices around brand health narrative of dehydration in children, offering parents samples of Creative Roots as a solution at point-of-care with trusted health care provider implied endorsement.



Doctor Opt-In Portal

Physicians were directed to visit a dedicated opt-in portal to register for this program, provide a program contact for their office, and request volumes that matched their expected patient loads and parent request rates for the month of August.



3. Pediatrician Opt-In

We contacted all targeted pediatrician offices to opt-in on our secure project opt-in portal to contractually distribute samples at their practices and request volumes based on their expected August 2020 patient loads.



5. Conversion Survey

Parents that completed the initial survey were contacted within 30 days to report actual purchase of the brand, use of the coupon, and if the program increased their awareness and knowledge of child hydration.

6. Reporting & Actionable Insights

Sampling Store provided a full report of program research and results, photos, and actionable insights that could be used for future brand planning and key account sales.

2. Geomap Pediatrician Offices

From our database of 30,000 pediatrician practices, we used Nielsen Spectra data to identify 12,000 offices in zip codes with demographic density of households with \$85,000+ HHI and 2+ kids in household.



Consumer and Office Research

Parents participated in a depth online consumer feedback survey which included brand appeal, multi-attribute, category and class-of-trade buying behavior, competitive purchase behavior, demographic, and open-ended questions. Pediatricians similarly completed online feedback forms and provided parent sentiments and photos.



4. Pediatrician Office Execution & Research

Physicians displayed program easel cards with tear pads with a high-value coupon and invitation to opt-in to complete a consumer survey with a \$10 Amazon eGift card reward.

Sampling Store™ Division of
CoOptions
HEALTH + WELLNESS MARKETING



samplingstore.com



publicity@cooptions.com



+1 919-303-3223

ASK FOR YOUR FREE SAMPLE

1 in 2 kids is underhydrated.*

- American Journal of Public Health

CREATIVE ROOTS



Access to Creative Roots has been clinically shown to increase hydration levels in children.²

- ✓ 1g of sugar
- ✓ Taste kids love
- ✓ Plant-powered hydration

PLEASE TAKE ONE

Tell us what you think and get rewarded!

Be one of the first 100 people to fully complete our secure, online survey and we'll send you a \$10 Amazon.com eGift Card!

>> To Participate, visit CreativeRootsSurvey.com

PLUS SEE OTHER SIDE FOR \$1.00 COUPON!

*Based on 12 years of data. A.J.P.H. and have received the sample from your pediatrician office to participate. See program guidelines and restrictions for more information. Survey ends 9/30/2020.

Access Health
Sampling Store™

Project Summary:

- 330,000 bottles distributed through pediatricians August – September 2020. Creative Roots couched in emerging health concern topic of dehydration in children, providing solution-based health narrative.
- 92% of the parents who took the product had their children try it.
- 70% of parent respondents said they were very likely to most certainly planning to purchase the product in the next three months, with another 14% indicating they were likely to buy.
- A follow-up conversion survey to initial respondents found that **43% purchased the product** within a 3-week period of receiving the sample, **another 36% planning to buy**.

