



Most Effective Sampling

We brought this category in last year and it immediately rose to prominence as one of the most sought after awards. It was strong again this year, perhaps even more so.

Gold: Carbon, Sharpie

Sharpie is a major, market leading US brand of permanent marker pens with a wide selection of nibs and colours. The nibs and free flowing inks contribute to a marker that writes effortlessly on almost any surface.

The challenge was to launch a new marker pen into a UK product category with very low consumer or trade interest. Consumers generally couldn't even name the market leader (Pentel) while retailers stocked limited ranges and had become resistant to marketing initiatives in this sector.

Amongst the objectives was to achieve double digit market share in year one.

Following appropriate consumer analysis Sharpie chose to facilitate self expression through sampling and consumer excitement, to demonstrate how the product's functional benefits more than delivered against consumer needs.

The focal point for the campaign was a Sharpie 'Buddy' – a 4D blank canvas,

cartoon-like character on which people were encouraged to express themselves using Sharpie markers. Buddy appeared in many places and many formats;

1. Contagion initiative to media and key influencers
2. A national sampling roadshow

An iconic, unmissable, 3 metre high Sharpie Buddy toured 13 major shopping centres and town centres. The promo team made much of the 'write anywhere' product utility and were armed with 'let me prove it' swatch books for people to write on glass, wood, metal, and even masonry. Those exhibiting most interest were given their own Sharpie 'mini' to decorate, write, or draw on Buddy. To maximise customer interaction, there was a deliberate absence of the usual 'rules' or 'instructions' that sometimes inhibit peoples' enjoyment of roadshow installations – people decorated Buddy by laying on the floor, youngsters were held aloft by parents to reach

inaccessible spots etc. Buddy had rough, smooth and shiny surfaces to demonstrate the 'any surface' product use. The team also distributed leaflets featuring a 50p money off coupon. Buddy was designed for a 5 minute set-up and de-rig time. He was therefore portable to the extent even of moving him mid-event if for example, footfall was markedly better at another placement nearby

3. Campaign website – featuring a

virtual replica of Buddy

Amongst a series of superb results the roadshow actively engaged with 450,000 people of whom an estimated 65,000 used or witnessed a Sharpie marker with a swatch book. 36,500 Sharpie minis were distributed for use on Buddy. Nearly 50,000 people wrote or drew on Buddy. The widespread sharing and passing on of the Sharpie mini markers was a feature of the events. The roadshow sampling experiences, roadshow swatch demonstrations and online sampling experiences reached 120,000 in total. With a total campaign budget of £250,000 this equates to £2.08 per product experience. Sharpie became the market leader in a matter of months quickly passing its double digit share target.



Simon Pauffley from category sponsor Mobile Technik presents the award to the jubilant Carbon and Sharpie team

Silver: Carbon, Galaxy

Galaxy completed a one-two in the category for agency Carbon with a heavyweight sampling campaign that successfully worked the simple virtues of sampling for taste in a style that maintained sensitivity and charm with a broad age range of female target consumers.

The campaign saw three key tenets:

1. Transforming a sample into a gift. The Galaxy sample, a 46g bar, was housed within a specially created pillow pack to produce a highly personal gift. Taking its lead from the advertising creative that invited women to 'Fall in love again' the pillow pack was laden with premium, indulgent cues, embodying the sensuous curves of the new tablet shape.
2. By presenting the Galaxy sample at these other special 'me time' occasions the brand's empathy with similar moods

and mindsets was assured.

This approach led to significant collaborations with Wella Hair salons and Jones the Bootmakers. At Wella 5,000 salons distributed 1,000,000 pillow packs to their customers on departure.

3. Gifting through brand ambassadors

The teams were briefed to talk up the new shape and the smoother, creamier recipe. Recipients were encouraged to 'find a little time to themselves' to enjoy their gift later.

The total distribution of Galaxy sample packs was 1,340,000.

Evaluation of the sampling was done by analysis of sales at Sainsbury's together with attitudinal research into shoppers commissioned by Mars through the company's Consumer and Customer Research Europe division.

Highly Commended:

MSF, Morrisons

MSF demonstrated the value that it brings to multiple brands in store as Morrison's sampling partner and focussed the entry on demonstrations of the value of well presented aisle promotions when timed to coincide with key shopping days for those products – such as pancake mix prior to Shrove

Tuesday. MSF demonstrated sales uplifts ranging between 100 and 800 per cent when compared with the same day a week before. Judges were impressed by the scale of the success but also by the way in which sampling was shown to be a key element in the overall marketing strategy that has seen Morrisons come through as a resurgent force in grocery retail.

Highly Commended:

Sense, Muller

700,000 samples of Muller Rice were brilliantly delivered and immaculately evaluated by Sense who provided very compelling independent analysis of their bus tour campaign data.

Independent research (source: TORA July 2007) estimated that activity at Town Centres and Universities alone which

accounted for 70% of samples, delivered £750,000 profit to Muller ('most likely scenario'). Therefore it was estimated the activity delivered £1.071m profit, less the cost of the activity (£621,000), making a net ROI of £450,000.

Based on footfall figures for all sites, and the WOM results, the overall reach figure was over 5m.

Most effective sampling

Entrants will show how sampling activity was central to a campaign that delivered results. Campaigns must prove successful in two or more of the following: sustained product sales uplift or category improvement following

sampling; heightened awareness with trade or consumers; high quality presentation of the samples or sampling stand; efficient management of the campaign; successful targeting; ROI

Category Sponsor: Mobile Technik

Commended Finalists

Bray Leino, Wrigley
Euro RSCG KLP, Robinsons

Mobile Technik

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