



## What is the best sampling location?

Exploring the effects of street sampling versus channel sampling.

Where does your product stand out more? In a town square or at the butcher's? Where is your promotion most appreciated? And after which form of sampling do the most (repeat) purchases take place?



## About this study

Since 2010 Lime Factory has been committed to encourage consumers to get to know (new) products, try them and buy them more often. We do this through various activations as well as through the use of channel sampling. This is a fundamentally different method of sampling than the way most sampling and activation agencies sample. Whereas they use promotional teams to hand out samples in shopping centers or on city and station squares (street sampling), we use an extensive network of retailers and leisure locations.

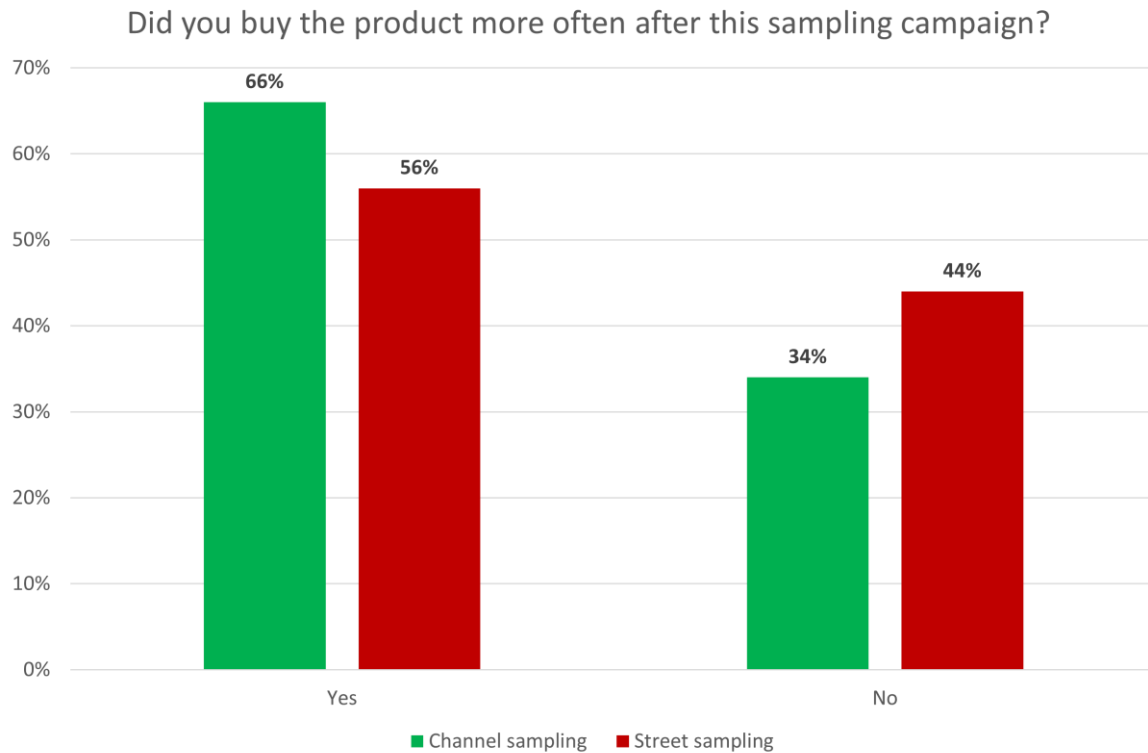
But which method is most effective? What does it do for your brand? And very importantly, which method of sampling ensures the most (repeat) purchases of the product? To get an impression of this, we interviewed about 100 consumers who had come into contact with both street sampling and channel sampling over the past two years. We presented them with a number of statements and asked them whether they had repurchased the product afterwards?

Key differences between street sampling and channel sampling	
CHANNEL SAMPLING	STREET SAMPLING
<ul style="list-style-type: none"> <li>• Uses (mostly) existing infrastructure at retail and leisure locations.</li> <li>• Samples are given away by store employees at the location.</li> <li>• Often slightly less range per individual sampling location.</li> </ul> <p>Very easy to tailor to specific audiences.</p>	<ul style="list-style-type: none"> <li>• Uses a specially developed booth and promotional materials at transit locations.</li> <li>• Samples are given away by trained promotional staff.</li> <li>• Usually large reach per individual sampling location.</li> </ul> <p>Less adaptable to specific audiences.</p>

With this study, we were able to examine for the first time how many consumers actually bought the product more often after the sampling campaign. It gives an interesting insight into consumer behavior. It is important to emphasize that this was a limited study and therefore only gives an indication.

## 10% more purchases following channel sampling

Sampling at a retail or leisure location results in more consumers buying the product than sampling at a street or other transit location. Of all respondents who received a sample through channel sampling, 66% said they actually bought the product more often afterwards compared to 56% with street sampling.



## The products and locations examined

Our research covered a large number of products and locations in the Netherlands and Belgium.

### The following products were examined for the channel sampling study:

Axe, Bref, Decolor Stop, Dove, HG Afvoerreiniger, Jules Destrooper Natuurboterwafels, Knoppers Nutbar, Knorr Groentepasta, Mentos Gum Sour, Mentos Paperboard, Persil Discs, Ricola, Servero Fruit 2 Go, Slimpie, Vital Proteins and Wilhelmina peppermint.

At the following locations:

Clothing stores, plumbing stores, supermarkets, sports stores, electronics stores, gyms, wellness centers, vegetable stores, vacation parks, department stores, children's playgrounds and car washes.



**For the street sampling survey, these included the following products:**

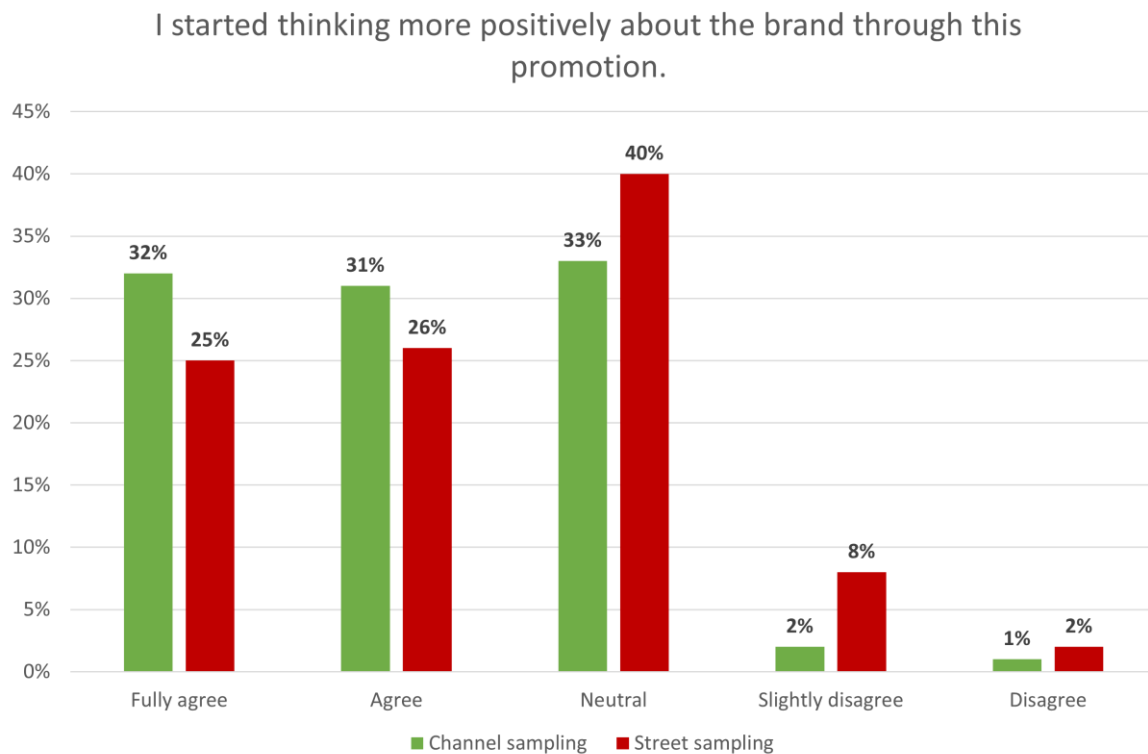
Fanta, Jules Destrooper, Nivea, Coca Cola, chewing gum, Mentos, Pepsi Cola, Axe, Fuze Tea and Sprite.

At the following locations:

In a shopping center or near a supermarket, in a (station) square, on the street, in a soccer stadium, at a train station and in a park.

**Channel sampling has a greater positive impact on your brand-image**

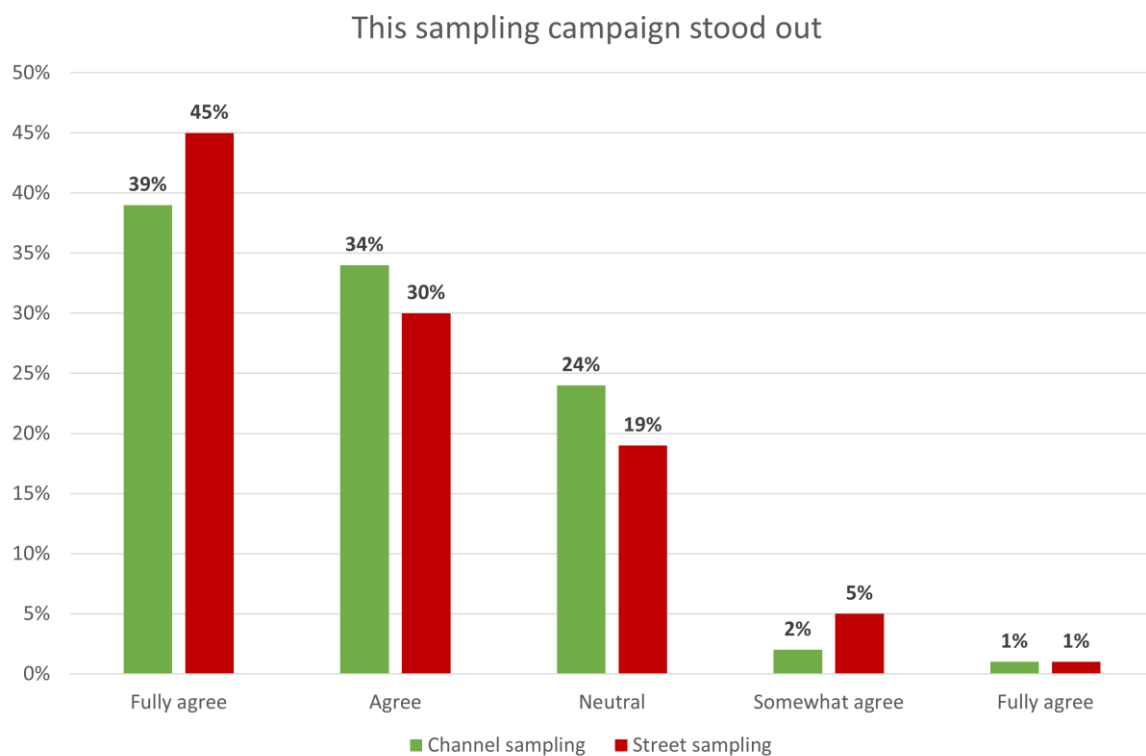
We also asked our respondents whether they started thinking more positively about the brand in question after the sampling campaign. For channel sampling, 65% agreed or strongly agreed with this, while for street sampling, 51% agreed or strongly agreed.



The explanation for this difference is that channel sampling connects your product and brand to a place that consumers feel close to. The butcher he or she has been coming to for years, or a fun day out to a play park, sauna or vacation park. Sampling at these places associates your brand with something positive, something fun, something valuable and/or trustworthy.

### Street sampling stands out more.

Finally, we also asked our respondents if they thought the sampling campaign stood out? Our exploratory research shows that sampling campaigns in shopping malls, on the street or other transit locations stand out slightly more. It should be noted, however, that street sampling generally has greater visibility and is also noticed by consumers who do not accept the sample.



### Conclusion

Channel sampling and street sampling certainly cannot be lumped together. Both forms of sampling have unique characteristics. The strength of channel sampling is undeniably the associative relationship with the location that contributes significantly to the brand's image. The number of consumers who are more likely to buy the product as a result of the sampling campaign is also higher than with street sampling.



# **Lime Factory**

## Sampling & Activations

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