

CASE STUDY

identifying opportunity through custom research

Promotion Effectiveness

The Issue:

A client is in a mature market and is experiencing declining brand penetration. The client hopes to revitalize the brand using a national sampling program. Which sampling method is most cost-effective in gaining new users: in-store product sampling, direct mail sent with other samples, solo direct mail sampling, or newspaper inserts?

The Solution:

A test/control telephone methodology was utilized to assess the effectiveness of the various sampling methods. After determining the purchase rate for each sampling method, a cost-benefit analysis was performed to identify the most cost-effective means of driving purchase intent.

Business Implication:

The client was able to execute a cost-effective program and understood what the end result would be prior to implementation.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.