



Sampling & Experiential Marketing

Create memorable and positive experiences for shoppers

What we do

Sampling and experiential activities create memorable experiences for customers. In turn, they generate positive conversations and prompt both consideration and purchase. Sampling gives customers the opportunity to try products for free while shopping in the aisles. Experiential can also offer customers the chance to get involved with specially-created, interactive events in stores. Sampling and experiential gives brands the opportunity to explain more about themselves, change perceptions, build loyalty and inspire user-generated content. No other media has the ability to involve all five senses to maximise the memorability of an activity and encourage positive brand perceptions.

dunnhumby media negotiates and manages sampling and experiential contracts for retailers in the UK, Ireland, Central Europe and Thailand. We plan, book and evaluate marketing campaigns for brands as part of connected media packages, supporting retailer events and applying global best practice and innovation.

Key Questions Answered



What kind of experiences do my customers most value?



How can I co-ordinate all face-to-face in-store activities and ensure participating stores are aware and prepared?



How can I support my trade and category objectives with relevant brand partnerships?



What should I be prepared to provide at my stores in order to attract the most engaging branded activities for customers?



How can I optimise stock uplift management to capitalise on sampling activations?



How can I use consumer technologies to maximise the effectiveness of my sampling and experiential activities?

How dunnhumby media helps you

We work with you to define your sampling and experiential requirements and build the optimal customer experiences that prompt trial and repeat purchase.

- 1 Leverage our expertise** - we'll help you consider the options of an exclusive or open arrangement with specialist sampling agencies
- 2 Harness the power of Customer Data Science** to identify the customer groups and stores that best fit your objectives
- 3 Identify the most effective combination of media**, using our robust planning tools, to ensure your sampling and experiential activity supports and amplifies your key campaign objectives
- 4 Deliver the most relevant, engaging and memorable customer experiences** - we continually explore new ways to attract and delight shoppers, creating entertaining events and rewarding purchase

Sampling creates a memorable impression and drives uplift for brands and categories:



Customers love the no-risk opportunity to try before they buy

Face-to-face interaction - starts a persuasive brand conversation with your potential customers

Opportunity to explain product benefits and uses
Amplify a brand message through demonstration
Capture instant customer feedback

Works with all five senses:

- See
- Hear
- Smell
- Touch
- Taste

Encourages trial and prompts switching between brands
Customers can instantly add the product to their basket

Why dunnhumby media

Building loyalty with our customers by applying insight to activation, we've helped retailers and brands deliver sampling and experiential campaigns for over 10 years.

- 1. Market-leading analytics and unique Customer Data Science expertise** in targeting, planning and measurement
- 2. Creating best-in-class sampling and experiential campaigns** that support and align to trade and brand plans, improve customer experience and generate sales uplift
- 3. Proven experience and strong results** in transforming data assets into highly relevant communications
- 4. Committed to understanding and driving performance;** ensuring measurement and reporting is accurate and timely
- 5. Always exploring new and innovative formats and mechanics** to deliver the most relevant and memorable content to customers
- 6. Extensive global media experience** working with leading retailers and brands

ABOUT DUNNHUMBY

THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail — one of the world's most competitive markets, with a deluge of multi-dimensional data — dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Data Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers — in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.

Connect with us to start the conversation dunnhumby.com



TASTE AT
TESCO

CASE STUDY

TasteAtTesco is the exclusive sampling and experiential programme set up by dunnhumby media with activation agency N2O.

Tostitos tortilla chips and dips new product launch:

Customers sampled the chips and salsa drizzles paired with fresh ingredients like avocado and sun-dried tomatoes. Recipe cards with coupons and branded gift boxes encouraged purchase of both chips and salsa together.

75 Stores involved in the brand launch

26,000 Customers tried a sample

80% Sales uplift over the activity period