

Sampling Program Options

Listed below are some of the companies that specialize in sample distribution. It is important to understand the difference between a **sampling vendor/supplier** and a **promotion agency**. A sampling supplier's expertise lies in reaching targeted consumers with product samples and/or brand information (with or without coupons). These suppliers have executed the same programs *many* times, giving them the opportunity to continually improve the execution. They understand how to maximize the brand's investment, minimize sample waste, etc.

A promotion agency can accommodate a variety of brand marketing/promotion needs. But when it comes to sampling, they are usually less experienced than sampling vendors in delivering efficient/effective sampling programs. Less than 1/3 of all "**new**" sampling programs build business and promotion agencies are generally charged with creating custom, one-time-only events/programs. Also, because these are new programs, there tend to be issues with re-sampling and sample waste. **SOLUTION?** When promotion agencies are charged with executing the brands sampling plan, they should work together with an experienced sampling vendor (i.e., existing programs) for optimal business results. **OR?** Brands should work with their promotion agency **and** Sampling Effectiveness Advisors to test programs on a small scale first, expanding nationally when results indicate the program is successful and pays out.

Listed below are some of the product sampling suppliers working with brands today. There are others, but these provide a variety of ways to reach consumers with product samples and/or other DTC copy in an effective and efficient way.

Company Name	Contact	Phone	Email	Target?	Type sampling
Active Marketing Group (Promote It)	Kelly Bell/ Ann Marie Mathias	303-854-3504	Kelly.bell@active.com	Active consumers	Fitness Club, self-select sampling
American Baby	John Reisert	212-557-6600	john.reisert@americanbaby.com	New Moms	Programs to reach moms and baby
EURO RSCG	Jesse Reif	312-799-7341	Jesse.reif@eurorscg.com	Various	Schools, daycare professional, many others
GIFTALOFT	Celine North	561-603-4390	celine@giftaloft.com	Travelers, vacationers & professionals	Airline sampling (captive audience)
ICOM	Scott Sisk	800-603-4555	ssisk@i-com.com	Various highly targeted & Competitive user	Mailed; via list consumers opt-in & provide info
IDR Catalog Package Sampling Program	Doug Guyer	610-993-0500 Ext 217	Doug@idronline.com	Various	Sample ships with catalog order (affordable alternative to direct mail)
Meal Assembly	Andy Potter	303-532-4437	andy@mealassembly.net	Moms, families	Food sampling via meal assembly kitchens
Niche	Phil Gruber	414-276-5666	phil@nichesampling.com	Various; via influencer	Yoga instructor, Curves, new moms, college, etc.
(cont. on page 2)					

Company Name	Contact	Phone	Email	Target?	Type sampling
News America/Smart Source	(unknown)	800-462-0852	Newsamerica.com	Newspaper subscribers, specific category users	Newspaper, retailer loyalty card database sampling, in-store
Promo Partners, Inc.	Rhonda Kugelman	631-253-3339	rhonda@promopartnersinc.com	Various	Bed&Breakfast, DaySpa's etc.(Self-select)
The Sunflower Group	Trevor Garberg	800-288-5085	Trevor.garberg@sunflowergroup.com	Primary shopper	In-store
Target Media Solutions, Inc.	Ingrid Brown	770-205-8666	ibrown@targetmediasolutions.com	Expectant moms and New brides	Sample kits to brides-to-be and moms-to-be
Vacation Connections	Sherry Orel Ext 201	773-489-2840	sorel@brandconnections	Vacationers; spring breakers, active families, golfers, etc.	Point-of-use/point-of-need Sampling occurs when consumers have few options
Valassis	(unknown)	800-695-0957	valassislistgroup@alc.com Valassislists.com	Newspaper subscribers, others	Newspaper, direct mail

NOTE: Sampling Effectiveness Advisors will work with you to help find the appropriate vendor/program for your brands sampling plans. At no charge to you, we will provide you with up to three recommendations on which types of sampling programs are going to reach your target, meet your trial objectives, and provide a positive Return-on-Investment. Call us today for more information!