



FREEOSK

How do you **Drive Trial & Sales** for an emerging brand?

CASE STUDY

Personal Care

Wet Bath Tissue

Client Feedback

"Freeosk is a sweet spot for my brand to move the curve in a category with low penetration"

The Problem

An emerging flushable wipes brand needed to drive awareness and trial in a category growing household penetration, but dominated by an existing player.

The Solution

Freeosk's out-of-aisle product sampling program, along with an On-Screen Media Ad, was used to drive trial & awareness around a key timeframe.

The Results

This campaign led to the #1 sales week for the merchandised products vs year ago, generating new users to the portfolio of branded products!



Brand Awareness

6.2M shopper impressions
82K samples delivered



Increased Sales

121% sales lift of the sampled, merchandised brand product



Shopper Acquisition

77% of shoppers were new to the sampled item



Sub Category Impact

+17 pts in retailer category sales during the program week vs. avg. from previous 4 weeks (Freeosk vs. Non-Freeosk stores)