

In January a highly regarded Scottish Baker wanted to raise awareness of their products in conjunction with National Scottish Week.

Focusing on the 'Scottish' roots of a range of products a 3 day sampling activity was required in a leading grocery retailer.

The Field Marketing & Consultancy Group was commissioned to provide staff proficient in food sampling for the duration of the activity.

#### Challenge & Objective

- Quick reaction to client brief, 3 day time scale to recruit staff that are familiar with food sampling and have necessary Food Hygiene certification
- To install the sampling display and approach customers promoting the Scottish' roots of the relevant products
- To capture required consumer demographic data including number of tasters, age range and gender
- To monitor and maintain stock levels in a dedicated promotional display
- To photograph the promotional and sampling display in situ

#### Results

The activity delivered the marketing affect required by the client increasing customer awareness of the 'Scottish roots' of the product range.

The in store Sample Team were targeted to deliver 450 product samples during the 3 day activity, our staff surpassed the initial aim by a large margin



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reducing the expected overall cost per sample by 65%. Additional value was gained through store intelligence information gathered during the activity.

The Field Marketing & Consultancy Group is a leading provider of field marketing services to the grocery and FMCG sectors. The solutions provided include Sampling, Demonstration Days, Training, Market Research, Mystery Shopping, Roadshows, Merchandising and Compliance & Data Capture.

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# Sampling