

**Skill Launch: September 2018**

**Case Study: April 2020**



# Send Me a Sample & Coca-Cola

# Case Study – Send Me a Sample

## Problem

The most important growth objective for consumer packaged brands is to drive trial. It's well known that if people try a new product they are much more likely to buy it. However, traditional sampling campaigns on streets and in malls are notoriously inefficient with high levels of wastage, poor context for trial, and limited geographical reach.

## Opportunity

Send Me a Sample brings much-needed innovation to product trial. It enables brands to achieve in-home trial on a national scale across multiple markets by activating their existing advertising expenditure with the offer of a free trial. With the added benefit of passing back consumer first party data to the brand.

All you have to do is ask!



# Case Study – Send Me a Sample

## Solution

Send Me a Sample offers voice-activated product trial. Whenever people see the logo or call to action on a brand's advertising, they simply ask Alexa to "Send me a Sample".

Customers are then guided through a script to help them select the sample they want and even choose if they want to begin an ongoing relationship with the brand or say no and simply enjoy the sample.

Behind the elegantly simple user experience is a sophisticated campaign management system connected to fulfilment and shipping capability that ensures that stock levels can be accurately managed, and brand samples can be sent out in real time. The service also collects opt-in requests from the consumer, enabling the brand to benefit from collecting first-party consumer data at scale.

Currently available in the UK & Ireland, USA & Canada and Germany, Send Me a Sample will be soon be available in most countries where people use Alexa.



# Case Study Video



Trouble viewing the video? Paste this link into your browser  
<https://youtu.be/aLa20l59pFk>

# Go-To-Market

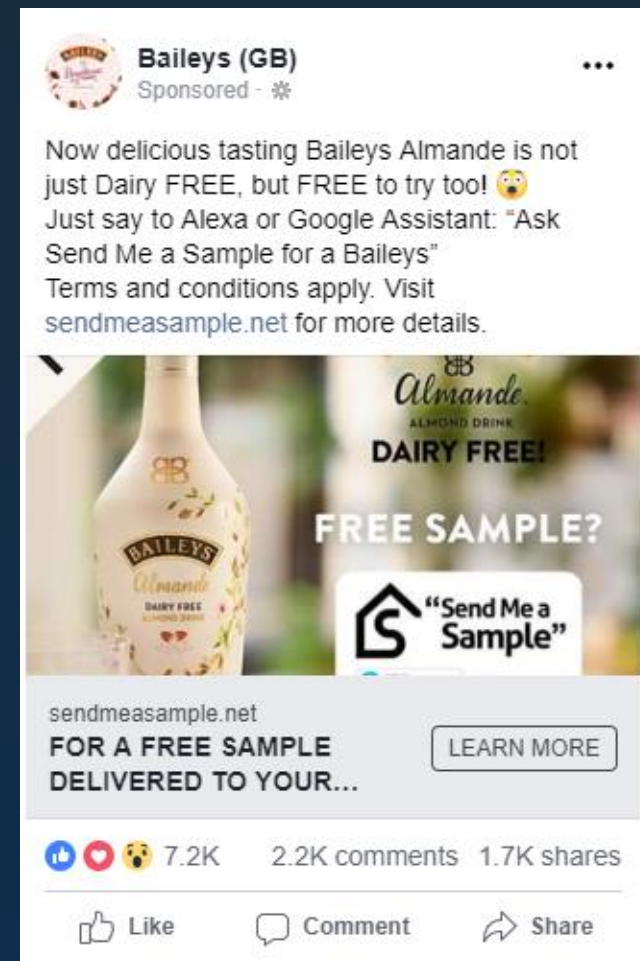
## Go-To-Market Approach

Send Me a Sample helps brands improve the effectiveness of their advertising by adding product trial activation capability to their existing communication strategies.

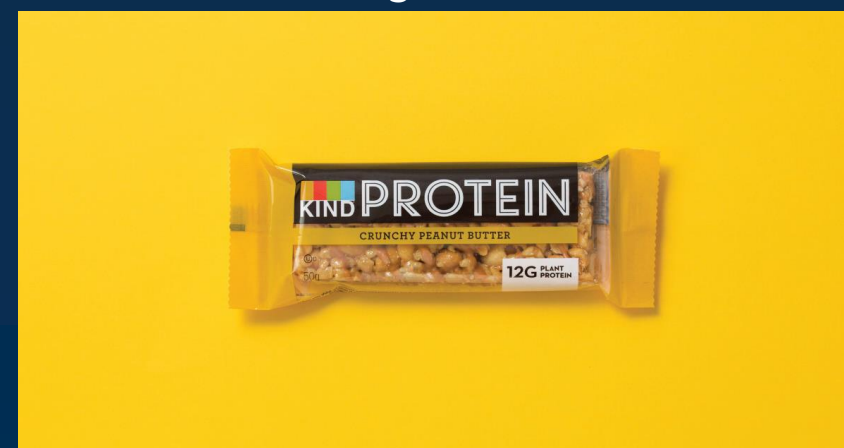
Therefore our go to market approach is simply to support clients add the Send Me a Sample call to action to their existing advertising.

Send Me a Sample is being used to support and activate campaigns across a wide range of media channels including TV, Press, Digital, Social, Influencer and e-CRM.

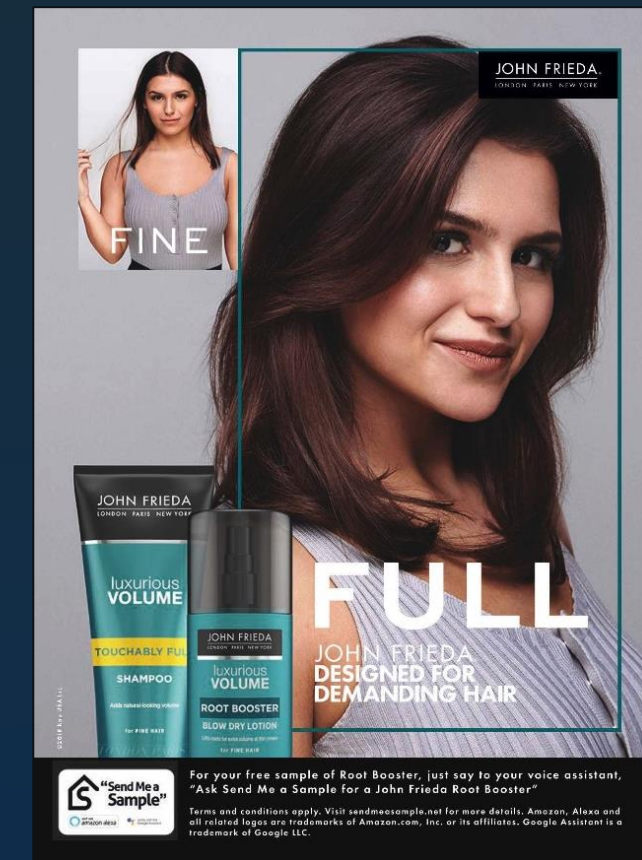
Social



Digital



Print



TV



# Results



Enjoying total redemption rates in a matter of days

**7,500+**

Reviews posted including a 4.5 star average rating

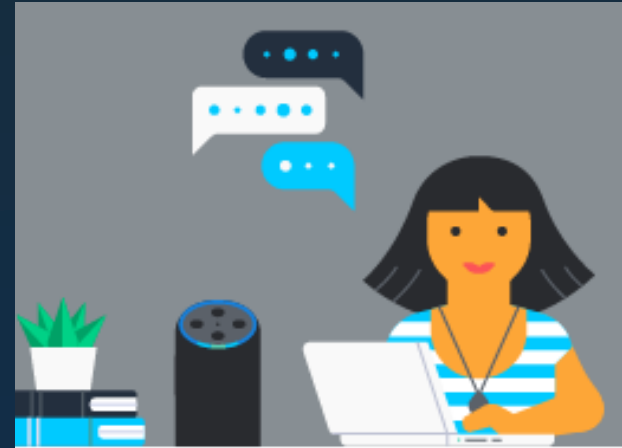
**87%**

Of reviews were 4 or 5 stars within the first two months of launch

# Send Me a Sample's Learnings



Requesting product samples just by asking is a **simple, intuitive behavior** that is well-suited to the medium of voice.



Brands do not need to rely on their own skills alone to be "on" Alexa – **integration with other skills can be very impactful** as well.



Promotion via **badges on both physical packaging and advertisements** drives reach and conversion.