

## Perfect Partners Partnership Marketing Sampling Campaign

As the main promoter, Wall's aim was to find a solution to sampling its product in line with health and safety requirements through a national sampling format aimed targeting up to 500 consumers per site for a three hour period per venue.

Wall's had previously been unable to work with supporting brands that could add value and provide a complimentary product to improve the way Wall's products could be experienced.

Complimentary brands, Heinz and Kingsmill (Allied Bakeries), each with their own individual objectives, joined Wall's in providing consumers with a complete BBQ meal time solution.

### Objectives

- Wall's: To increase awareness of Wall's Favourites new identity.  
To add value to the taste experience of Wall's Favourites range.
- Kingsmill: Drive brand awareness, increase sales on the day of sampling.
- Heinz: Drive brand awareness and increase sales of all products sampled.
- Asda own label: Provide an alternative to a premium product and increase sales of the fresh sausage category. Improve occasional chefs understanding of meal preparation times and BBQ cooking technique

### Strategy

- To create a realistic and exciting BBQ experience where consumers could experience and enjoy a sample BBQ meals prepared as if at home and learn technique via live demonstration and dialogue.
- To communicate NPD flavours and packaging differences via POS tools and branding.
- By targeting and managing a group of household brands provide a choice of meal solutions and accompaniments that consumers could choose and dictate.

### The Campaign

Consumers were able to sample a hot Wall's Favourite Recipe, or Asda Butchers Best sausage in a white Kingsmill roll with a choice of Heinz Tomato Ketchup or BBQ sauce.

Two experiential teams visited 77 UK venues in 8 weeks using a branded sampling unit at Asda stores nationwide. A professional chef prepared products, explained cooking times and product USP's.

Product swatch POS reminders were given to all consumers sampling products, confirming the exact products they sampled with a pack shot of all sku's.

## Target Audience

- Families.
- Weekly shopping planners.
- Occasional BBQ chefs

## Results

- The experiential format allowed all brands to compliment each other and work together to all achieve their individual and umbrella objectives whilst providing a logical collective proposition for consumers to understand and influence purchasing of all the brands as a group of products.
- The live demonstration enabled consumers to qualify exact cooking times and BBQ cooking techniques for all products.
- Consumer's awareness of Wall's NPD was increased by clear communication of the flavours and packaging differences.
- Sampling targets were exceeded with an increase of 65% of additional samples prepared at each event.
- All three brands offering MONP coupons in addition to sampling experienced good redemption rates; Wall's 29.21%; Heinz 11.6%; Kingsmill 50%.
- Wall's achieved a sales uplift of 15% (3 weeks post sampling vs. 3 weeks prior to sampling).
- Asda's Butchers Best Cumberland experienced a 157% sales uplift (3 weeks post sampling vs. 3 weeks prior to sampling).
- Asda's Butchers Best Pork achieved a 40% sales uplift (3 weeks post sampling vs. 3 weeks prior to sampling).

