



Challenge & Solution

Multi-Channel Test and Launch Drives Retail Penetration in New Market

Seeking a way to drive retail penetration and consumer demand for its absorbent product, a manufacturer of an established, but non-leading brand engaged **SeniorTalk** to plan and implement a test and launch into a major metropolitan area where it experienced lagging share.

Launch Drives Retail Penetration

Efforts were focused on the brand's offering in a popular product category for which retailers devoted more shelf space. In a cooperative effort with the brand's creative agency, we provided a comprehensive marketing plan, implementation, fulfillment, and analysis.

The plan included:

- Direct response TV, which offered a free sample
- Free-standing inserts in the Sunday edition of the local daily, offering the product at its everyday price
- Multiple mailings to a geographically-selected sample of individuals from our database and other proprietary lists
- Inserts with order shipments

In addition, all responders received multiple follow-up mailings with sample and trial offers. This multi-pronged approach succeeded in propelling awareness, trial response, and conversion.

With a depth of services in-house, **SeniorTalk** drove a cost-effective trial campaign and fulfillment. Our trial offers generated both initial response and incremental retail purchases, introduced the product to channels it had not used before, and ultimately strengthened the brand's retail position.

Engaged by a non-leading brand to generate fresh interest and drive retail purchases, **SeniorTalk** implemented a multi-channel campaign that was successful in propelling trial response and incremental purchases and, ultimately, in strengthening the client's retail position.

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