

# Madison Case Studies

## Supporting Client's Retail Partnerships via Household Specific, Co-Branded Sampling

**Background:** A leading baby products marketer came to Madison to help launch a major line extension. Key introductory activities were designed to drive consumer trial and awareness, and pull-through at specific target retailers. Accordingly, efforts were to be co-branded with partner retailers and executed at the local level, and were to include distribution of product samples and cents-off coupons to specific demographically-defined consumers.

### Key Issues:

- Client wanted to leverage Madison's multibrand mailers to maximize cost efficiencies.
- Our client was required to offer the program to multiple retailers.
- To garner retailer participation, the client's sales force needed to provide estimates of sample/coupon distribution counts by account.
- Management of the account sales process had to coincide with Madison's multibrand mail closing dates.
- Madison was required to allocate households on a fair-share basis for sample coupon distribution in participating retailers' trading areas.



Client worked with multiple retailers to create co-branded samples and coupons, to be distributed using Madison's database-driven insertion capabilities.

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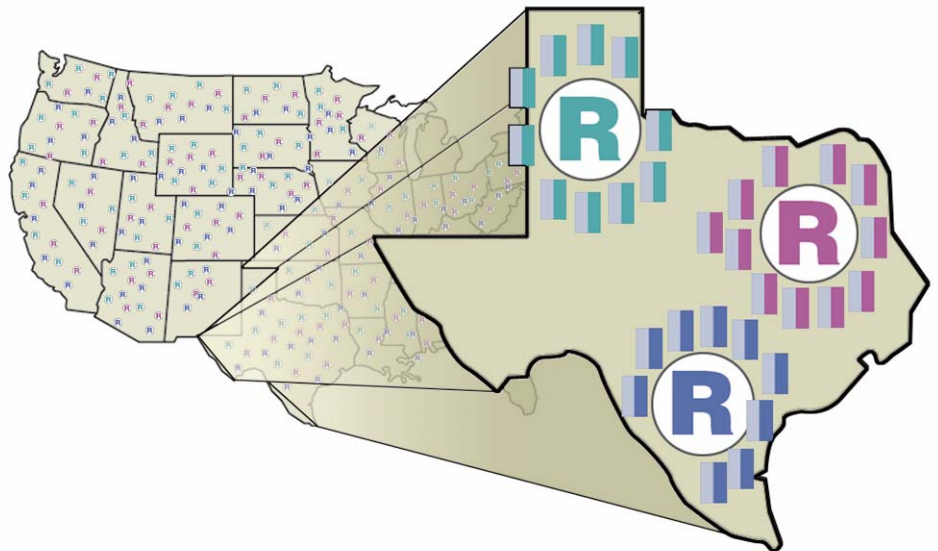
## Madison Solution:

- Madison developed custom, retailer specific distribution count reports for the client's sales force by applying our proprietary household allocation system against available demographic criteria, store trading area information, All Commodity Volume (ACV) data, and channel criteria.
- Our client's sales force was able to use these count reports to establish buy-in to the program at multiple target retail accounts.
- Madison utilized household allocation reports and cost efficient multibrand mailers to selectively distribute product samples and co-branded, retail-specific coupons to identified households in local trading areas.

## Results:

Our client reached nearly double the number of households they could have reached with solo sample/coupon distribution. The client met and exceeded their overall sales and account specific business goals.

**Quality of trial and incidence of repurchase exceeded client's expectations.**



Madison successfully distributed co-branded, retail-specific coupons and product samples to identified households in trading areas, along with retailer specific distribution count reports.

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