

MEDIA RELEASE

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CHILL OUT – IT’S JUST SAMPLING...RIGHT?

Big brands ramp up the freebie format to win more customers

Ah promotional sampling – that old chestnut. It’s been seen and done more times than you can say ‘give us a freebie’, and guess what? It’s not going anywhere yet.

Many marketers grossly underestimate the power of a good sampling activity, preferring instead to go for funky new methods to appear edgy and right on the pulse. But a lot of big brands still want the often perceived ‘basic activity’ of sampling and there’s a simple reason why – when it’s done well, it works.

Logistics experts, [Chill](#), are the special ops team behind hundreds of successful sampling and experiential campaigns such as the recent [Origin Energy Tales](#) activity, Tim Tam campaign and [Kraft P.B. Whipped van](#). According to Chill Account Director Alex Herkenhoff, in their experience, with a sampling exercise brands can expect anything from a 100% to 1500% immediate sales uplift, on top of things like increased awareness and customer engagement – but only if it’s done right.

“Sampling is a lot harder than it looks. In order for it to be successful you can’t just have a great idea – you need to actually deliver on it with meticulous precision, which is why agencies use us. We help develop their ideas and then make them happen,” says Herkenhoff.

Traffik is one such outfit using Chill as their go-to crew for turning concepts into realities.

“There is a lot of work that goes into delivering product from A to B, especially when you are activating at multiple different sites nationally, says Libby Hughs, of Traffik. “We use Chill, as we are always 100% confident that they will deliver on the requirements and this minimises the stress factor for us and that is why we use Chill time and time again.”

According to Herkenhoff, their role is always the biggest risk in any activation because they can’t fail or the whole thing fails. “Our clients tell us they used to lie awake at night sweating about the logistics involved in sampling, which is not surprising when you consider how much could go wrong. It’s a tricky process involving lots of planning, preparation, trial runs and seamless delivery down to the last detail.”

Herkenhoff should know, having just been in charge of producing and delivering a swag of chocolate samples for Origin (on behalf of Clemenger and Traffik), to prime locations in five major cities in just five days – and in perfect condition (not melted, too hard, or with white ‘bloom’ marks caused from incorrect storage).

A sampling activation of this large scale is not uncommon according to Chill, who is seeing quantities increase with almost every campaign as more brands recognise the huge ROI on offer if they can get the right creative and logistics in place. Big numbers can mean big waste though, which can put the more environmentally conscious off the idea of sampling, however Chill makes sure every project is as sustainable as it can be, working to their [Planet Chill](#) philosophy. This includes reducing waste wherever possible, ensuring all packaging is recycled and using efficient energy in their warehouses and transportation units. The amount of cardboard packaging recycled for the recent Origin campaign alone was just under one tonne in three days.

“With more forethought and processes now around making sampling less impactful on the environment, we’ve found it’s added to the appeal of the activity, which could be another factor in the rising number of campaigns occurring,” adds Chill’s Managing Director, Andrew Wade.

His advice for brands wanting to ramp up or activate new sampling initiatives? Make sure you’ve got a brilliant idea for flogging your freebie, and more importantly, the means to pull it off (in as green a manner as possible).

“We’ve seen all the common sampling mistakes which can really damage a brand – from product served at the wrong temperature, bad location choice and poor planning resulting in too little or too much stock allocated; to promotional staff trying to manage logistics and safety which they haven’t been trained to do. So you’ve got to get it right, but if you do you’ll see instant results.”

For more info head to www.chill.com.au

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About Chill

For over 12 years Chill have been award-winning leaders in providing promotional logistics, mobile refrigeration, cold and dry storage, stock management and transport services to advertising and marketing companies engaging in out-of-home promotional and experiential activity. If you’ve ever sampled a temperature controlled product in the streets of Australia over the last decade, no matter what advertising company was at the helm, chances are it was Chill behind the scenes making sure it worked.

Chill has also designed, built, launched and operated mobile marketing ‘Smart Solutions’ that deliver ‘beyond the box’ in production and operation of services, including custom van fit-outs, trailer conversions, a refurbished 1979 classic Mr Whippy vehicle and marketing concepts of all shapes and sizes.