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SAMPLING AS A TOOL FOR BTL-ADVERTISING

In Ukraine market, and not only, the competition becomes stronger, every self-respecting company strives to present themselves and their products in a more favorable light, using a variety of tools. One of the relatively new notion of representation of the company's products is sampling.

Sampling is the free distribution of small samples of products to attract the attention of a consumer audience. In a relatively short time after the sampling was first used by domestic companies, it became one of the most effective methods of sales promotion. Because it allows the consumer to try something new, to which he would not dare by himself. As the statistics shows, about 15% of the population buy new products, 50% buy products on the recommendation of their friends and acquaintances, and all others are conservative in their preferences. Therefore, for the conquest of a new target audience a marketing tool as «sampling» is used.

Most often, advertising campaigns can be found in the immediate point of sale of products. This is because most consumers decide to buy just in the point of sale. So, with the successful propagation the buyer will be immediately interested in the new proposal and the so-called effect of spontaneous purchases will work. But this is not the only method of sampling. There are different ways of sharing information. The product samples advertising, as well as distribution of leaflets, may be well done by mail. Often you can find the advertisement and the pages of glossy magazines, just next to the description and characteristics of the products.

The main causes of sampling are:

1. The need to promote a new product;
2. Sampling is widely used in the modernization of an existing product, the production of new species, and the emergence of a new flavor or other characteristics of the goods;
3. Decline in the product demand;
4. Need for a rapid sale of a large consignment of products, for example, in large stocks with a limited shelf-life, or the need to free warehouse;
5. Sampling can also be used as a response to overly aggressive promotional activities of competitors;
6. Sampling is well used for a variety of marketing research;
7. Sampling nice fit in non-standard BTL-shares, with a creative approach and the elements of the game;
8. In the formation of the brand, this tool also has a high value.

Distribution of free samples is a great way to draw attention to the product and

to inspire the buyers' confidence in the quality, to encourage them to more detailed acquaintance with the goods. Sampling reminds consumers about the product, and attracts his attention. In addition sampling is one of the relatively low cost instruments, and it gives the opportunity to put more advertisements on a gift box, which is not always appropriate for the design of the standard product. However, the validity of this method of promotion is very small, and after a few weeks after the closing everything is back to square one: sampling, as well as many other tools for BTL-ads – a quick impact tool that is effective in the short term. Accordingly, the need for maintenance or repeated periodically shares or conduct ongoing campaign, or after a certain time, demand will fall again.