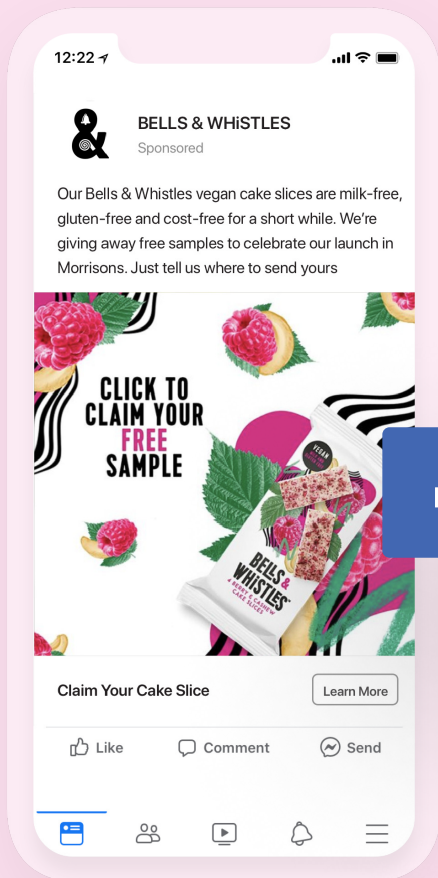


Bells & Whistles

Bells & Whistles reaches a brand new audience with online sampling.

Objective

Bells & Whistles launched a social sampling campaign with SoPost in order to drive trial of their vegan cake slices. Their campaign coincided with a launch of the product in store at major UK supermarket, Morrisons.



Solution

Bells & Whistles and their agency, Social Chain, ran targeted ads on Facebook and Instagram using SoPost's technology to power the sampling experience, fulfillment and feedback. Qualified consumers were invited to order a vegan cake slice sample.

Results

Consumers who received a sample were contacted via email after their moment of trial to provide feedback and reviews.

23%

of consumers opted-in to further marketing

90%

of consumers would recommend cake slices to a friend

95%

of consumers said they had never previously tried the product



4.23

average rating

Sarah, did you enjoy your sample?



Cake Slices
Bells & Whistles



[I haven't tried my sample yet...](#)

51%

of consumers were likely to buy within the next six months

9%

of consumers told us they have already gone on to buy cake slices

“ SoPost were fantastic in understanding our need of getting our new plant based cake to the right target market. I would highly recommend any marketer who wants to hit a niche market with sampling to consider their service. Very simple but highly effective. ”

Josh Boydell-Smith
Head of Brand & Marketing,
Bells of Lazonby

