

FIGHT case study

New vitamin brand, FIGHT, receives 87% recommendation rate after sampling campaign

Objective

The aim of the campaign was to reach new and engaged consumers in order to collect feedback on FIGHT's new vitamins.



Solution

FIGHT gave consumers the opportunity to claim a sachet of the support immunity vitamin gummies via a Facebook Lead Ad and a range of Communities such as Marie Claire, Women & Home and OK! Beauty Club. The brand controlled the ads creative, targeting and spend whilst utilising SoPost's platform, data, sample production, fulfillment and analytical capabilities.

Throughout the campaign, the brand gained numerous insights about their customers and their product. As well as gaining an understanding of consumers' age and gender, the brand was able to see feedback through ratings and reviews. Of particular benefit was the rich information gathered about the flavour and texture of the gummies.

TRY ENERGY VITAMINS

SUPPORT ENERGY
WITH VITAMIN D, C, B12 & ZINC
60 VEGAN GUMMIES | RASPBERRY FLAVOUR
FOOD SUPPLEMENT e 210g

FREE SAMPLE

Vegan
Gluten Free
Tasty

Support Energy
FIGHT

Claim your free sample today! Keep your energy level balanced* with FIGHT's raspberry flavoured vegan gummy packed with science-backed ingredients including Vitamin C, B6, B12 and Biotin.

*Energy released from your diet. Niacin contributes to normal energy-yielding metabolism.

[Claim Free Sample](#)

| **9,687**

targeted consumers
claimed a sample

Results

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

44%

of consumers agreed to receive further marketing from FIGHT

840

five-star reviews earned



4.28

average rating

Sarah, did you enjoy your sample?



Support Energy

FIGHT



Yes



No

I haven't tried my sample yet...

65%

of consumers are very likely to switch from their current vitamin brand to FIGHT

1,430

reviews collected



It has a great mango taste and lots of vitamins that give 100% NRV with 2 gummies as it suggests. Overall a great product much easier to chew these than swallow different tablets every day.

Consumer Review



sales@sopost.com