



PAMPERS: OBJECTIVES

- Introduce Pampers brand to lower-income Hispanic Mothers
- Utilize non-traditional marketing venues in target Southwest Markets as a pilot
- Create best practices for regional multicultural marketing and sampling for use in National campaign

MODERNE SOLUTIONS

- Leveraged the Moderne National In-Store Media Network venues in San Diego, CA
- Utilized 2 months of promotion and sampling at 50 Check Cashing facilities in predominantly Hispanic communities via incentivized facility staff and promotional media
- Facility staff wore promotional t-shirts with the phrase (in Spanish): "Would you like a free Pampers?"
- All females aged 18-45 and over were sampled a free Pampers baby diaper with a wrap-around \$1 coupon
- Random clients were surveyed to ask qualitative questions regarding their Pampers sampling experience

RESOUNDING RESULTS

- **Pilot program:**
 - 6% coupon redemption rate in Southern California metro area
 - Consumer reaction and surveys were overwhelmingly positive
 - Virtually NO waste from sampling program
- Two month pilot program was eventually expanded to 20 National markets
- **National Program:**
 - 4.6 million samples distributed via the program
 - Nationwide coupon redemption was "substantially higher" than 2.2% nationwide average for the brand's other couponing efforts
 - Consumer reaction and surveys were (again) overwhelmingly positive
 - Virtually no waste from sampling program

CLIENT REFERENCES

Bromley Communications
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