



## CUTIES MANDARIN ORANGES

Custom-targeted sampling program reaches exactly the right moms with a “better for you” snack option

### THE CHALLENGE

Cuties® California Mandarins wanted to drive awareness and purchases during the peak freshness season for mandarin oranges in areas where they had good distribution but wanted to increase sales.

### THE SOLUTION

School Family Media, through its proprietary database of PTO and PTA groups, provided Cuties with a new and relevant channel to increase awareness, product trial and purchase intent during a key marketing window.

The custom sampling program delivered a geographically and demographically targeted set of schools who were especially interested in handing out Cuties samples and coupons to parents and kids at PTO and PTA-hosted school-family events.

Selected PTO and PTA groups received a coupon voucher for approximately 200 free Cuties mandarin oranges, to be distributed to school families at an upcoming event, such as a family fitness night or a family movie night where Cuties would make a great healthy snack option for both parents and kids. In addition to the free oranges, moms also received a Cuties-sponsored parent message piece featuring healthy eating and lunchbox tips and a cents-off coupon for a future Cuties purchase.

### THE RESULTS

Cuties not only gained the awareness and purchase intent they were looking for, but also valuable, genuine mom-WOM and brand goodwill for supporting healthy snack choices at school and at home. Over 49 percent of participating PTO and PTA groups completed the follow-up survey illustrating their appreciation and enthusiasm for the program.

- 81% felt more positive about the Cuties brand following event
- 85% purchased Cuties following the event

And, Cuties reported:

- 4% coupon redemption rate (that's 300% higher than the 1% industry average coupon redemption rate!)\*

\*Source: Inmar, Inc., "Consumers Use Over \$3.5 Billion In Coupons," January 2010

[Click here](#) for more information about School Family Media – Marketing Solutions Group.



*“All of the Cuties were eaten and all of the coupons were taken. I heard good things during the event and even later that evening at non-school related sporting events parents were still talking about it.”*

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