



*“I was extremely busy that day, yet several moms stopped me to comment about how they would be using their Tide samples for the stained shirts from the ice cream, pizza or cotton candy. Almost all the moms thought it so appropriate and funny when they saw their children’s socks after returning from the slide and moonwalk, where you must take off your shoes and we handed them a sample.”*

Christine Everist  
Manito Elementary School  
Oakland, NJ



## Case Study

### TIDE WITH DAWN STAINSCRUBBERS Highly efficient sampling initiative to support a new product launch

#### THE CHALLENGE

Tide wanted to increase product awareness and purchase intent for a new laundry detergent, Tide with Dawn StainScrubbers, in a cluttered, competitive marketplace.

#### THE SOLUTION

School Family Media utilized its unique, powerful connection with active PTO and PTA leaders across the country to execute a highly targeted sampling program among moms with school-age kids. 500,000 samples were distributed at school-family events such as school carnivals, spaghetti suppers, and spring fairs, where it was highly likely that kids would get stains on their clothes during the event’s activities. These events provided a highly defined, relevant environment in which to present attending moms with a product sample they would have incentive to try immediately.

Each sample was distributed with a Tide-themed ‘Thank You’ card that commended parents for being involved in their school community. As moms left the school events with their kids, PTO and PTA leaders (peer parents) handed them a Tide with Dawn StainScrubbers sample and the ‘Thank You’ card which featured the message, *“No need to worry if the kids get a little dirty today, because Tide with Dawn StainScrubbers will help get out those stains when you get home tonight... We appreciate your involvement in events like these, because it really does make a difference.”*

#### THE RESULTS

The enthusiasm and receptiveness on the part of both the PTO and PTA leaders and the moms who were given the samples was overwhelmingly positive. A follow-up survey, conducted by School Family Media, illuminates the success of a targeted sampling program executed in a relevant environment with the right messaging. Of respondents who had used their Tide sample:

- 100% Rated it ‘Effective’
- 92% Purchased or indicated intent to purchase a full-size bottle
- 69% Would recommend the product to other parents

Additionally, the powerful “Mom” mindshare and word-of-mouth buzz gained for Tide are illustrated in the hundreds of testimonials received from moms across the country, who proactively sang the praises of both the product and the innovative delivery of the program itself.

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