



## Compeed Product Sampling was Unstoppable

Compeed provides fast, discreet and proven treatments for blisters, cold sores, bunions corns, and cracked heels!

### Strategy

Compeed launched their new above the line campaign "Unstoppable You" aimed to showcase how women can live life to the full, without worrying about life's little annoyances.

The campaign was delivered before the key summer period where summer sandals are most likely to be worn. The agency Savvy was tasked with creating a campaign that would build brand love and relevance whilst driving a trial of the product amongst non-specialist plaster users.

The brand wanted to reiterate the benefits of using Compeed over supermarket own labels.

### Doordrop Creative Design

The Compeed sampling mailer featured a free product sample and money off next purchase for customers to redeem in store. The design was inspired by a 'handbag essentials' concept, inspiring consumers to see Compeed as the go-to handbag essential.

### Campaign Results

- Over 100,000 product samples were distributed to areas of a high density of the target audience, in regions where in-store brands were dominating sales.
- 78% of the sampled recipients said that they were more likely to purchase the product as a result of receiving the sample.
- The campaign won a DMA Award.



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