

# Power Sampling™

## Direct-to-Door sampling and coupon-delivery program

Reach and influence consumers at home with  
Direct-to-Door PowerSampling™

### Be top-of-mind while consumers decide

Most purchase decisions are made outside the retail environment, including in the home. PowerSampling reaches consumers—while they're deciding and before they go out—to influence behavior and stimulate trial.

### Integrated, turnkey solution

From front-end modeling and segmentation to post campaign analysis, PowerSampling includes everything you need for a successful trial-generating program.

### Extensive in-field supervision and auditing

Power Direct assures quality through GPS walker tracking, plus multiple levels of verification, including on-site supervisors, Power Direct staff managers, independent auditors and optional phone verification.

### Cost-effective customization options

Your program is designed around your needs and can include: bag design, overwrapping, sample/coupon insertion, marketing material design, printing and co-packaging.

### Front-door marketing experience with top national brands

Top national brands like AT&T, McDonald's, Verizon, Target, Kimberly-Clark, and Kohl's have successfully partnered with Power Direct for customized, front-door marketing programs.



at&t



Kimberly-Clark



T-Mobile

KOHL'S



TARGET



CenturyLink™



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**PowerDirect**  
FRONT-DOOR MARKETING

# The Science of Front-Door Marketing gives you the sampling edge.

Job loss and economic uncertainty have caused millions of consumers to change how they spend both their free time and their shrinking disposable income. This of course has important implications for product-sampling programs.

## Out less, home more

Eighty-two percent of consumers are spending more time at home, according to recent market research<sup>1</sup>. What's more, 83% of product purchase decisions are now being made outside the retail environment<sup>2</sup>. Even couponing, another key indicator of economic discretion, is up nearly 20%<sup>3</sup>. Taken together, this data suggest that at-home sampling may be today's most effective way to influence buying behavior and trial generation.

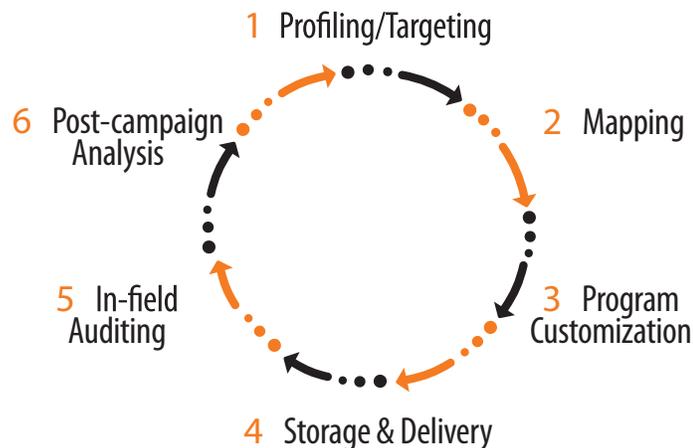
<sup>1</sup> (KN Comfort Survey, Sun-Sentinel) <sup>2</sup> (IRI 2009) <sup>3</sup> (couponinfonow.com)

## An integrated, turnkey program

PowerSampling is a proven Direct-to-Door program that delivers samples and coupons direct to households' doorknob inside an attractive branded polybag. PowerSampling includes everything you need for a successful, verifiable at-home sampling program.

## Proven design and methodology

Power Direct uses sophisticated targeting, tracking and data analytics to reach high-quality households and generate trial.



## Sampling Case Study Snapshot

**Program type:** Direct-to-Door sampling  
**Product:** Compact Fluorescent Lighting (CFL)  
**Client:** Kansas City Power and Light (KCP&L)  
**Households:** 50,000  
**Services provided:** Data analysis, secure product warehousing and distribution  
**Client testimonial:**

"The program was a great success, both in terms of garnering consumer participation, and achieving significant kWh reduction. It took just five days to deliver all targeted households."

**Mike Schifman**, Energy Efficiency Program Manager, Kansas City Power & Light



### 1 Profiling and Targeting

- Geo-demographic segmentation
- Consumer behavioral indexing

### 2 Mapping

- High precision, high quality
- Nielsen Claritas, Experian, MRI data

### 3 Customization

- Co-packaging, overwrapping, coupon insertion
- Marketing material design, printing

### 4 Storage and Delivery

- Secure facilities, liability insurance
- GPS tracking, in-field supervision

### 5 In-field Auditing

- Multi-level auditing and verification
- PowerTrakker extranet client verification tool
- Third-party auditing option available

### 6 Post-campaign analysis

- Quantify and assess results
- Identify trials, purchase intent, more

## Call today for a no-cost consultation.

There's no better opportunity to influence purchase behavior than reaching consumers at home.

Contact Jack Nemeth today at 949-253-3455 for a no-cost consultation.