

OFFICE SAMPLING CASE STUDY



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THE BRAND

Dorset Tea, part of Keith Spicer, is a leading tea brand providing cups of sunshine to delight consumers across the South Coast. Office Sampling was the perfect opportunity to reach consumers in a relevant setting.

THE CAMPAIGN

Dorset Tea wanted to create a small, intimate office sampling campaign to reach offices across their stockist regions along the South Coast. You'll be amazed by what we discovered and even secured a new office stockist!



DON'T JUST TAKE IT FROM US...

"As a tea brand, sampling in offices is the perfect opportunity to sample in a relevant context for our brand. In addition to highly efficient and well-targeted sampling, it helped derive excellent insight from people trialling the brand for the first time and our loyal customers."

Phil Toms,
Head of Marketing, Keith Spice



INSIGHTS

- 82% of respondents had never tried Dorset Tea before.
- PG Tips, Tetley, and Twinning, are the most known competitors.
- 8.2, the average score out of 10 on how likely respondents were to purchase again.
- Female respondents score higher, on average, for likeliness to purchase again.