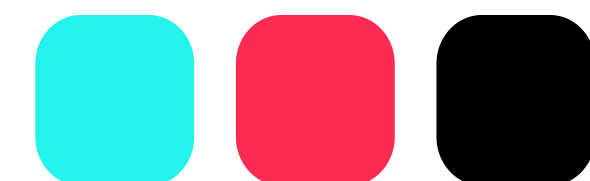


TOP 5 WAYS

TO USE PRODUCT
SAMPLING TO
DRIVE CONTENT
ON TIKTOK



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INTRODUCTION

USER GENERATED CONTENT (UGC)

TIKTOK

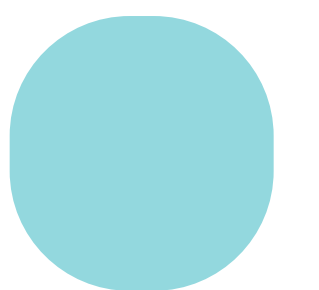
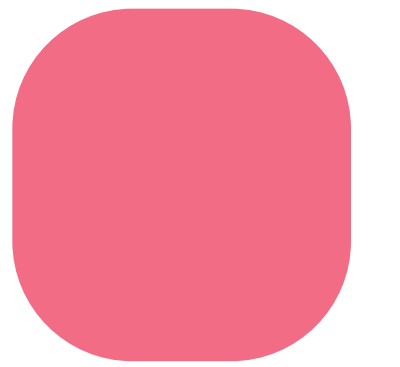
PRODUCT SAMPLING IN A DIGITAL AGE

TOP 5 WAYS TO USE PRODUCT SAMPLING TO DRIVE CONTENT ON TIKTOK

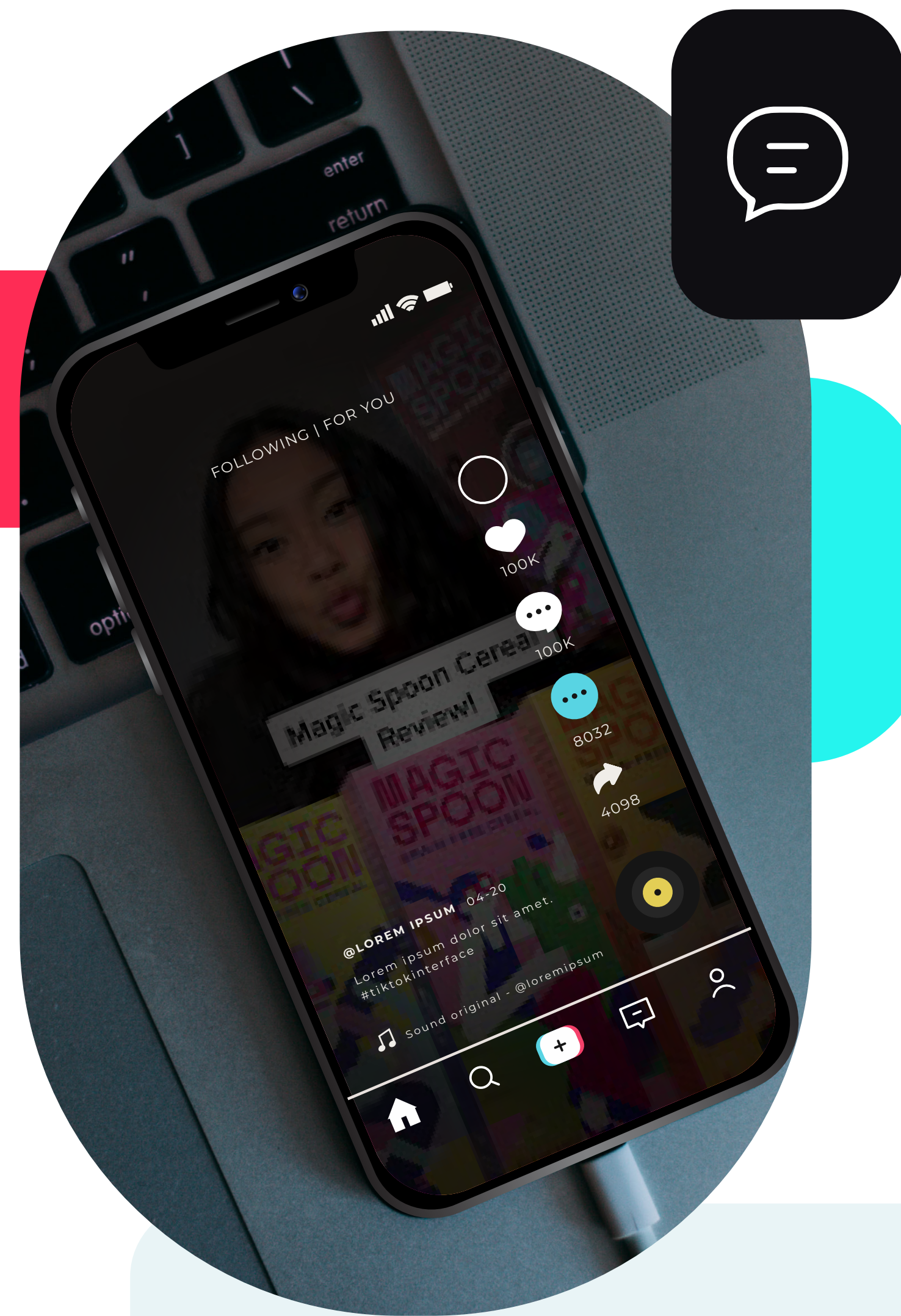
1. Empowering Engaging UGC
2. TikTok-able assets and events
3. Unleashing the Collaborators
4. Setting Up a Challenge
5. Driving Product Reviews

CONCLUSION

FLAVOR. AN INTEGRATED SAMPLING AGENCY



INTRODUCTION



INTRODUCTION

When marketing a brand, there is nothing quite like getting your product into the consumers' hands. As long as your product tastes great - being able to touch, see, smell and taste it cuts through more than any other medium.

Yet in today's digital world the power of recommendation, without the need to try the product yourself, has never been so strong.

Working with others to promote a product isn't new. The industry has been thriving from reviews, word-of-mouth recommendations, and collaborations for decades. A celebrity endorsement of a product can skyrocket sales.

Historically though, this avenue of brand marketing has usually been the preserve of those brands with the means or investment. However, the rise of TikTok and user generated content (UGC) has seen incredible success stories of smaller and up-and-coming brands.

At Flavor, we are determined to modernise product sampling through our **Integrated Sampling** approach. A key part of this evolution is bringing sampling - and all of its benefits - seamlessly into the digital landscape.

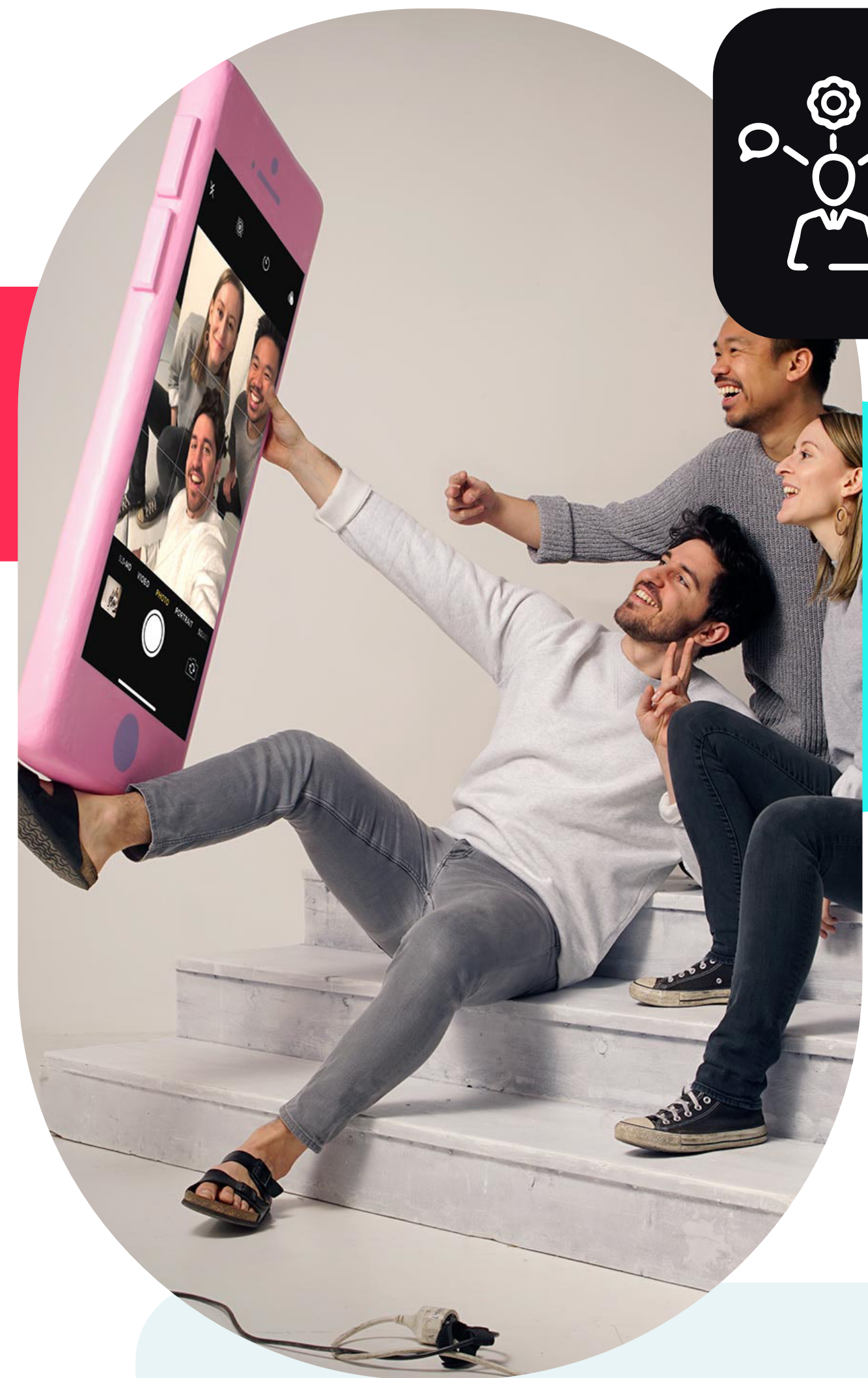
One of the greatest opportunities that this brings, is the ability to combine the powerful engagement created by effective product sampling with the opportunity to broadcast and share that experience **authentically** through social media channels.

In this paper, we will take you through five of the most effective ways that you can leverage product sampling to drive UGC on TikTok and other key social media channels - to help you devise your own strategies. And while TikTok is the fastest-growing and most effective social media network for marketing right now, the insight and tips in this document can be used across all social media platforms.



RICHARD LLOYD-WILLIAMS
FLAVOR FOUNDER & MD

USER-GENERATED CONTENT



USER-GENERATED CONTENT

There has been a shift in the past couple of years that has seen the role of the influencer change. The move has taken content from being hyper-polished and filtered lifestyle shots of the early Instagram influencers to becoming more authentic.

Even the language around influencers is changing. They are content creators, ambassadors of brands, and trusted representatives who share their insights and recommendations. Content from people who look and live just like you and me is becoming a trusted source of brand discovery.

A 2021 study found that products placed on influencer videos can create an uplift in sales by around 12%¹ and, additionally, these sales are more likely to be impulsive. The strongest-performing content is that where the product appears at the highest point of engagement i.e products that appear as close to the start of the video as possible.

The same study reports that an influencer's trustworthiness, relatability and attractiveness impact brand awareness and sales (Lou and Yuan, 2019). Essentially, viewers want to identify with and recognise something of themselves in influencers.

UGC Stats

51%

of consumers believe that less than half of brands create authentic content²

79%

of people say UGC influences their buying decisions³

50%

of marketers say they struggle to source enough engaging material for content⁴

56%

of consumers want UGC videos and images⁵

84%

of people trust UGC reviews as though they are recommendations from friends⁶

97%

of users say UGC forms their opinion of a product⁷

85%

of users find visual UGC more influential than brand content⁸

¹<https://www.sciencedirect.com/science/article/pii/S1029313222000392>

²<https://www.nosto.com/blog/report-consumer-marketing-perspectives-on-content-in-the-digital-age/>

³<https://www.nosto.com/blog/report-consumer-marketing-perspectives-on-content-in-the-digital-age/>

⁴<https://www.nosto.com/blog/report-consumer-marketing-perspectives-on-content-in-the-digital-age/>

⁵<https://www.nosto.com/blog/report-consumer-marketing-perspectives-on-content-in-the-digital-age/>

⁶<https://blog.shift4shop.com/user-generated-content-ecommerce>

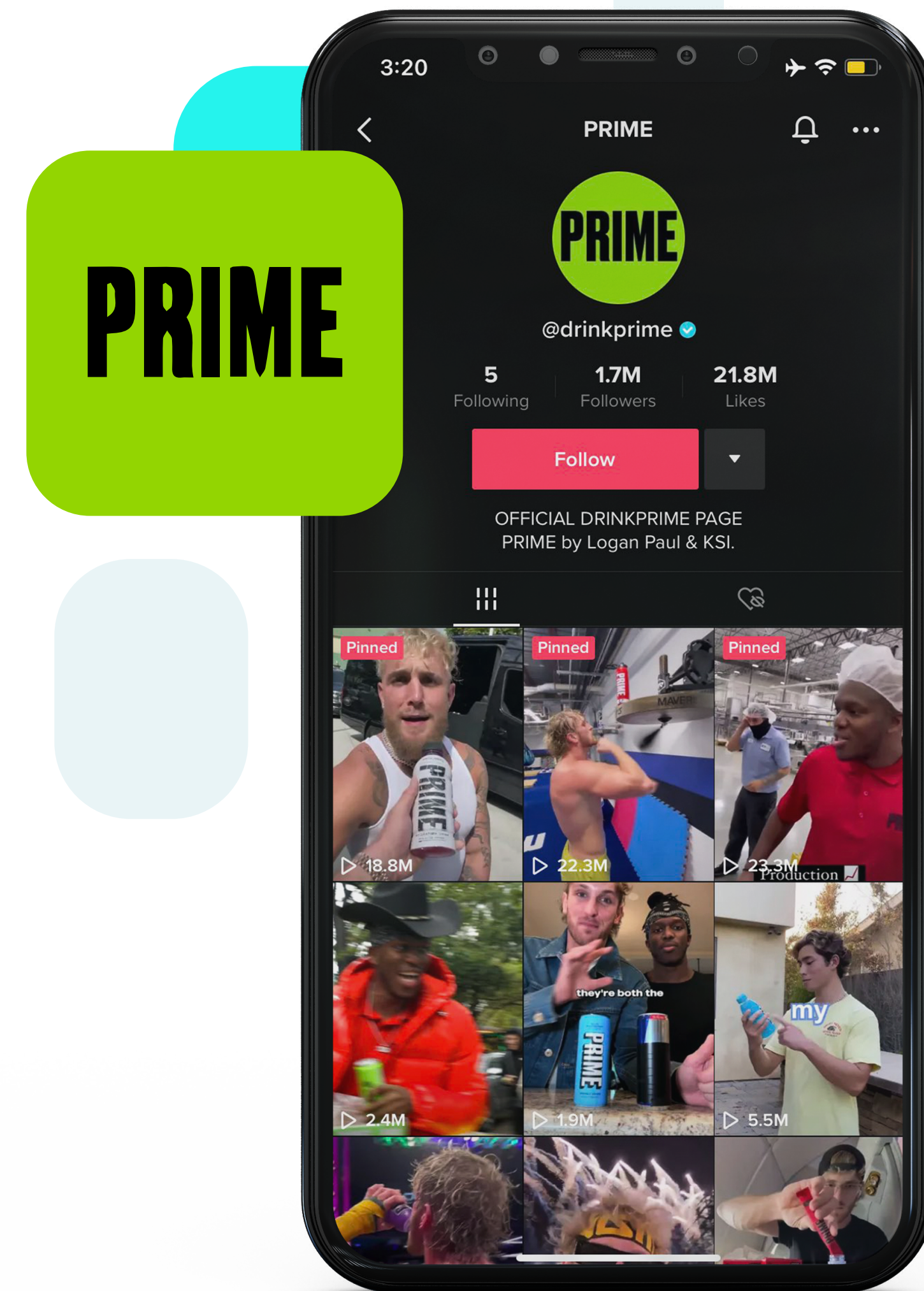
⁷<https://blog.shift4shop.com/user-generated-content-ecommerce>

⁸<https://merkleandpartners.wordpress.com/2016/05/20/how-to-connect-with-consumers-via-user-generated-content-infographic/>

It's worth noting that content creators themselves are leveraging their digital brands to create and sell physical products themselves. Prime is a, well, prime example. The drinks company was launched and promoted by Paul Logan and YouTube celebrity, KSI. Prime has seen people travel hundreds of miles and queue for hours to get their hands on a bottle that has the magic balance of being in high-enough demand and short-enough supply to keep people searching it out. Prime has responded to the demand by releasing an app to track where to find the drinks that you can download for 89p, creating a further digital product tied into the physical sales.

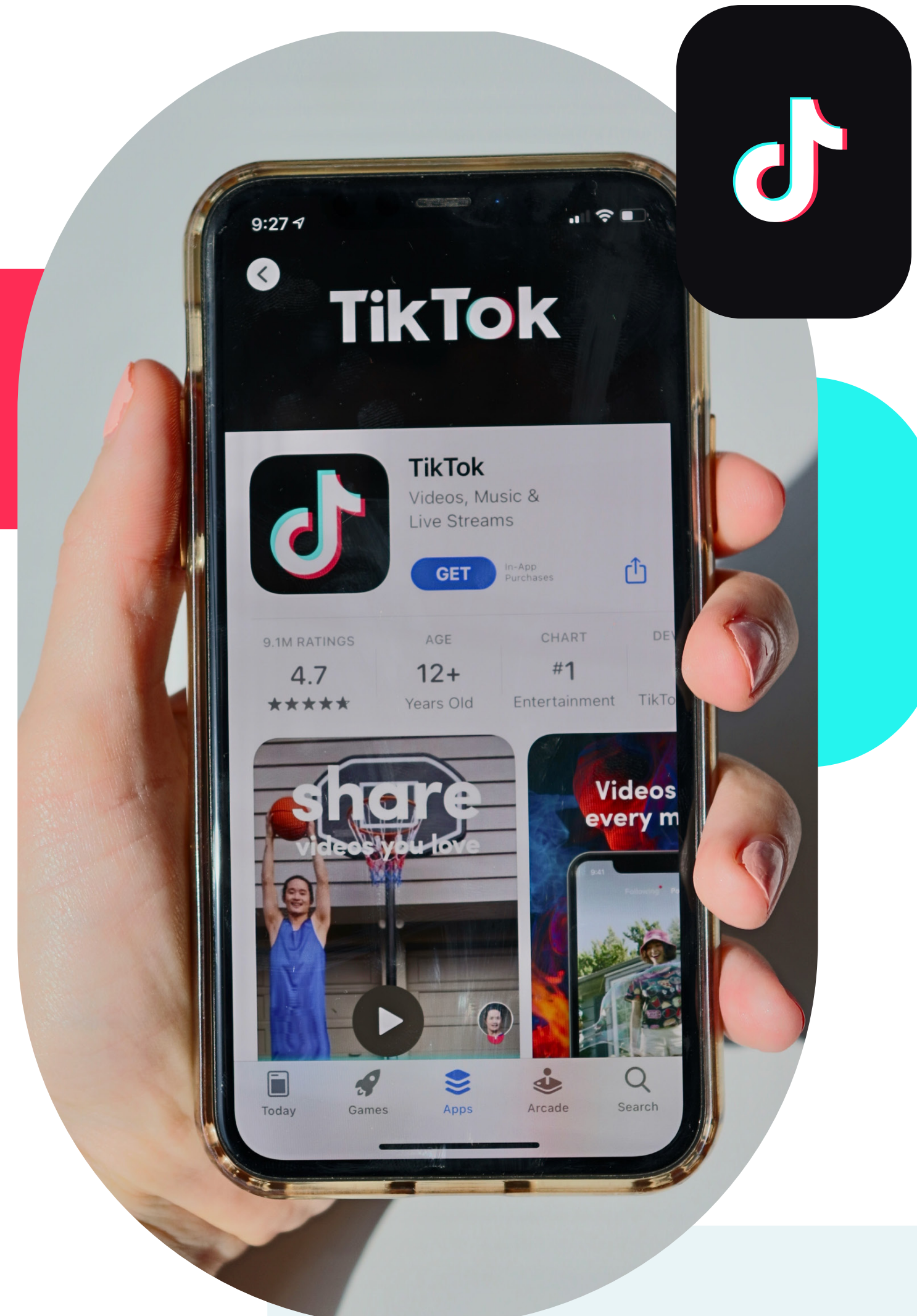
Alex Ostroff, Creative Director at Saint Urbain, explains the attraction of products promoted in this way as a way "to help a younger, hyper-online generation, get connected in a more analog way. These snacks served as that medium for fans and creators to connect with personally, beyond just a selfie."

As Andrea Hernandez, writer at SnaxShot explains: "YouTube's most successful exports in Creator Packaged Goods, Mr.Beast and Chamberlain Coffee are examples of how this new generation craves products and in which manners and platforms they feel most comfortable indulging in an ageless ritual —consumption."⁹



⁹<https://snaxshot.substack.com/p/snaxshot-54-creator-packaged-goods>

TIKTOK



TIKTOK

TikTok is the only platform that shows you content based on what you like rather than what your friends and family want to show you. If you like foodie hacks, then it will show you more of these. Funny cat videos? Then you'll get more of the same, rather than videos of your mate's dog or baby being cute.

For brands, this has significant marketing potential. You can be highly targeted and reach the right people with your product - if you leverage it right.

Knowing that TikTok curates users' feeds by their likes and interests rather than their social connections is crucial for understanding how you can leverage the platform. Of course, with anything digital, you need to nudge your potential customers into trying the product whilst combining it with authentic UGC.



13.8 hours – time the average person spends on TikTok in a month¹⁰



87% buying intent from seeing a product on TikTok¹¹



1.4 billion monthly users worldwide¹²



\$16 billion a year advertising revenue¹³



7 million influencers using TikTok¹⁴



¹⁰<https://www.sciencedirect.com/science/article/pii/S1029313222000392>

¹¹<https://www.sciencedirect.com/science/article/pii/S1029313222000392>

¹²<https://www.sciencedirect.com/science/article/pii/S1029313222000392>

¹³<https://www.sciencedirect.com/science/article/pii/S1029313222000392>

¹⁴<https://www.sciencedirect.com/science/article/pii/S1029313222000392>

PRODUCT SAMPLING IN A DIGITAL AGE



PRODUCT SAMPLING IN A DIGITAL AGE

We know that sampling is an important marketing tool even before we look at how it can benefit your UGC strategy. It can create awareness and drive positive perceptions of your brand, as well as be used tactically to get immediate sales uplift and recommendations. We know that **live sampling** in the street, at events or in-store is proven to help shoppers switch from a pre-planned buying decision to selecting a new or different brand (Heilman et al, 2011¹⁵). Plus, the opportunity for insight by talking to real people who are trying your product.

Live sampling isn't the only way to get product into people's hands though. In fact, **in-home and digital sampling** can actually have a more significant impact on the ROI. Our research shows how these highly-targeted sampling channels can see an uplift in results (see table) by engaging the right audiences online and in the comfort of their own home. When combined into an integrated sampling campaign (designing + curating a mix of channels across live, digital and in-home) target audiences can be engaged across various touch points of their lifestyle, allowing results and impact to increase exponentially.

Sampling works because it can take consumers through different parts of their buyer journey. They become aware of the brand through either in-person samples or targeted online adverts and they get a sensory experience which can change or set their perception of your product. In turn, this drives them to purchase as we've seen in the Heilman study above and with all sampling, you get direct consumer feedback.

¹⁵<https://www.emerald.com/insight/content/doi/10.1108/00070701111177674/full/html>



Average Stats by Sampling Channel

Sampling Channel	Claimed Purchase (within 4 weeks)	Likelihood to Purchase in the future	Claimed Recommendation	Net Promoter Score	Product Rating
Digital/Social Sampling	44.1%	78.8%	71.5%	50.3	8.6
Live Sampling	32.4%	53.1%	64.9%	21.3	8.0
In Home Sampling	32.5%	63.2%	63.7%	24.4	8.5

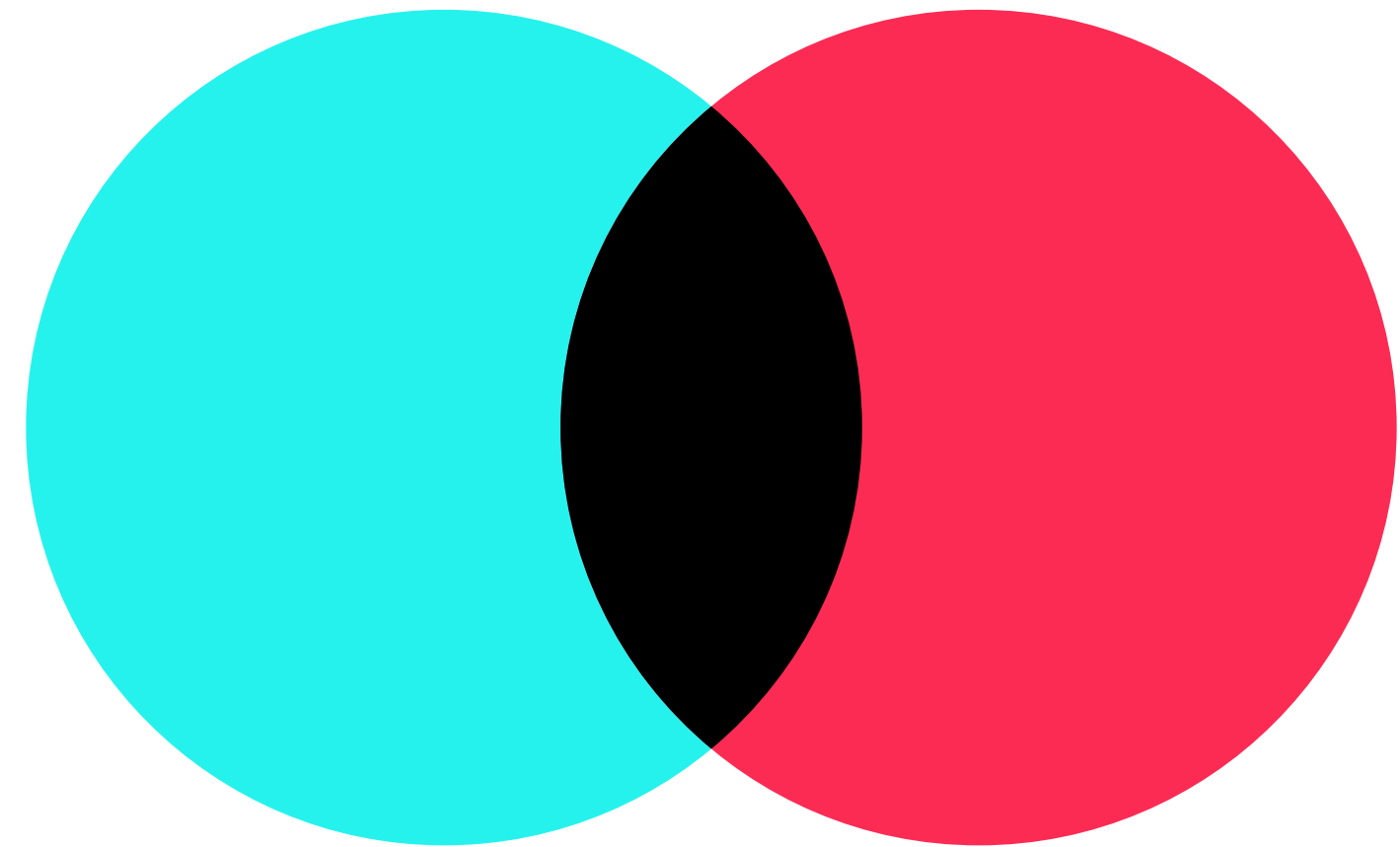
Digital sampling in particular has the ability to take the consumer through the entire purchase funnel, if managed effectively.

So when we use sampling as a tool to drive UGC, we combine the benefits of both; placing your product directly into the hands of your ideal customers so they have that sensory experience which informs buying decisions, and empowering them to create and share content to broadcast your brand's message.

Sampling can also be as targeted as the UGC created online. Targeted digital sampling can reach the audience exposed to the UGC. Or, as we'll see later in this paper, work in conjunction with a UGC campaign to boost your sampling experience. We'll be covering several ways this can be done using UGC and TikTok, plus why this is important for food and drink brands.

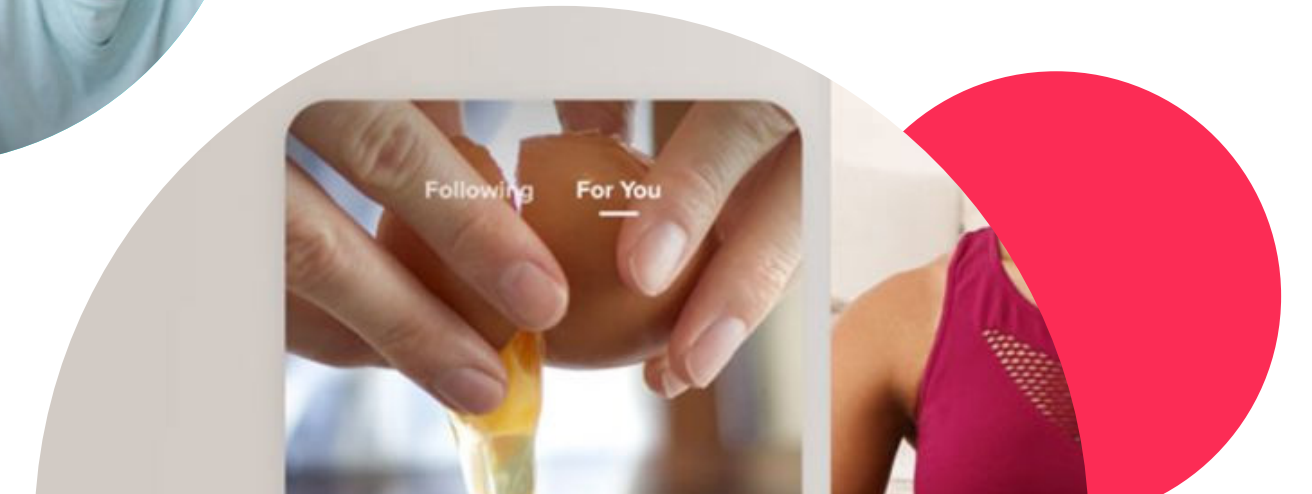
So, by combining the reach of TikTok with the trust of UGC and the potential of sampling, you get a marketing strategy that can snowball into a great campaign. Let's take a look at some examples of how this has been used to great success.





TOP 5 WAYS

TO USE PRODUCT
SAMPLING TO
DRIVE CONTENT
ON **TikTok**



1. EMPOWERING ENGAGING UGC

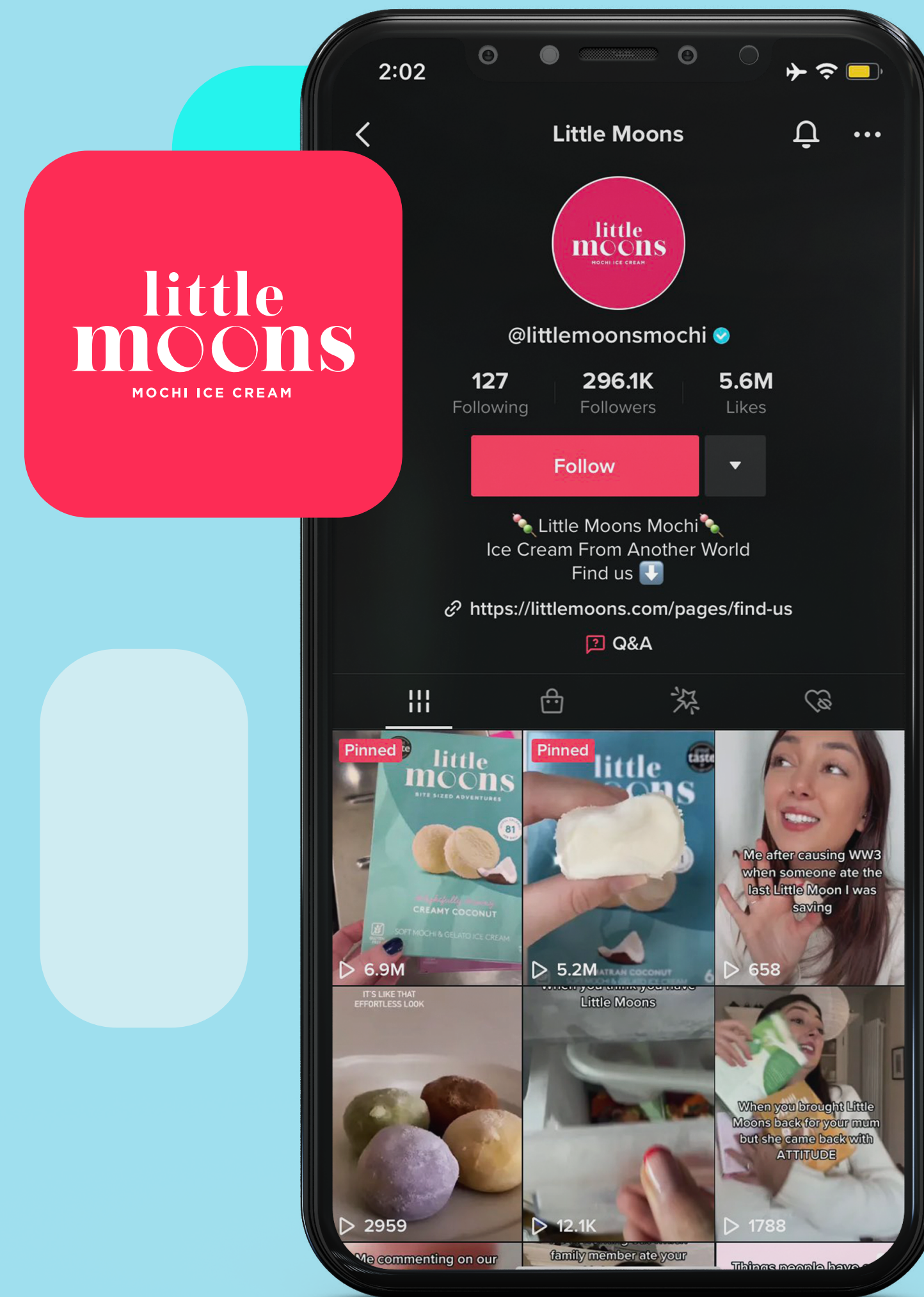
Little Moons is now one of the most sought-after ice creams in the UK, topping TikTok hashtags in 2021 with videos that promoted their listings in Tesco.

This was done almost entirely through a highly targeted and structured campaign where Little Moons content encouraged followers to join in the Little Moons experience.

Creating engaging videos which showed how to use the product helped to gain traction for the campaign. Brand owned content demonstrated that if you wait five minutes after taking it out of the freezer, you can “bite it, squish it, stretch it, love it”.¹⁶ By making their product playful, they encouraged further organic UGC by getting customers to create their own videos of them playing with the Mochi, which, in turn, increased the reach and exposure.

In this instance, the UGC was organic and part of a TikTok trend. While it can be hard to predict what marketing campaign will turn into a trend, consistent messaging that encourages a tactile response to the product is important. Additionally, it was asking users to do something they wouldn't normally do with ice cream which set it apart from the norm.

The brand then reinforced this with one day of advertising on the platform to increase the reach of its hashtags and content within the feeds. Little Moons also made it easy for potential customers to find their products by featuring Tesco in the video content, specifically playing with the call to action to go to 'Big Tesco' to find Little Moons.



¹⁶<https://www.tiktok.com/business/en/inspiration/little-moons-214?>

Outcomes for Little Moons

TESCO

1300% increase in year-on-year Tesco sales



4.54% engagement rate

102M



102 million views of #LittleMoons



269.5k account followers

80.5M

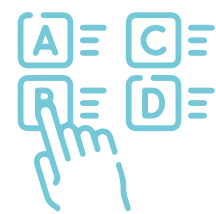


80.5 million views of #LittleMoonsMochi



5.6 million likes

Essential Takeaways



See how your product can be used differently to other options on the market



Have a simple and fun call to action



Make it easy to get the product in your customers' hands



Create a simple hashtag



Maintain consistent messaging



Boost with a one-day advertising campaign



2. TIKTOK-ABLE ASSETS AND EVENTS

TikTok campaigns can help you leverage an in-person event or location as part of a bigger campaign. Simply Roasted provides a recent case study of how this can work.

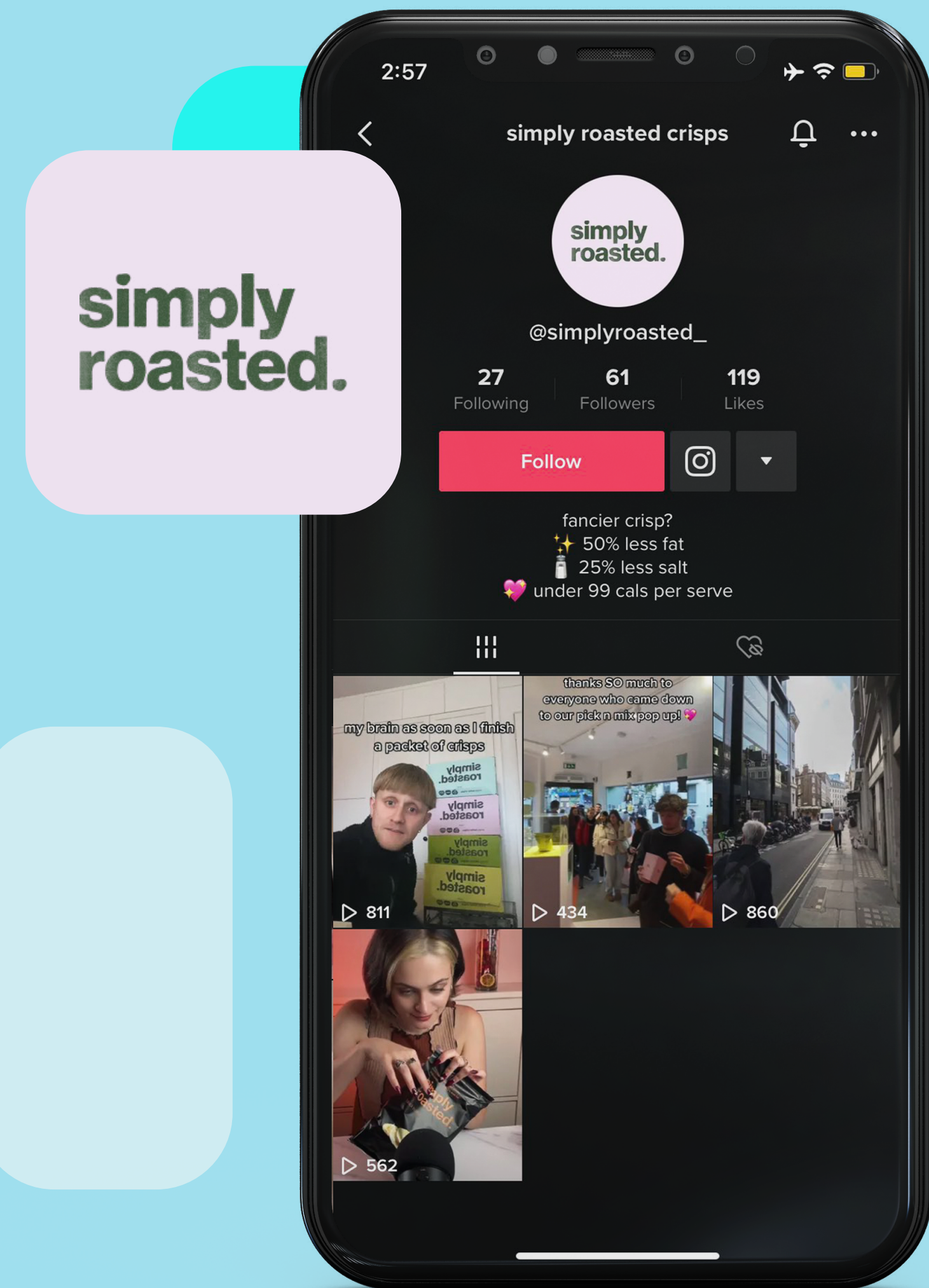
In November 2022, Simply Roasted crisps opened a pop-up pick 'n' mix store in Soho, Central London. People could go to the branded pop up store and try the crisps which were laid out like a traditional pick 'n' mix stand. Scoop up the crisps, mix the flavours and fill your branded pick 'n' mix box with tasty crisps.

The aim was to get people in to try the crisps and raise brand awareness. To help boost this sampling event, Simply Roasted commissioned TikTok content from a travel creator.¹⁷ By focusing on travel rather than food, the brand could take advantage of people in London looking for travel tips on TikTok – therefore reaching a more targeted following than a food or snack audience.

Every element of the venue was designed for attendees, creators and crisp enthusiasts to capture the magic of the event and **create their own content to share** on Tik Tok.

As a result, Simply Roasted could reach a larger audience to raise brand awareness. The success of the TikTok videos resulted in people travelling from Devon and Norfolk specifically for the pop-up store.

¹⁷https://www.tiktok.com/@petite.blondine/video/7169718149586128134?is_from_webapp=1&sender_device=pc&web_id=7101296062891492869



Marketing Director Ruth Fittock then shared the campaign’s success on LinkedIn, which, in turn, found traction on that platform as well which illustrates how cross-channel promotion can raise awareness.

“Why do I think our pick ‘n’ mix shop went viral? We had high production value – it looked great and people wanted to share it. There was a simple message with a twist – pick ‘n’ mix for crisps. And people actively use TikTok for things to do in London in a way I used to use Lonely Planet,” Fittock explains.

Fittock goes on to say that while you cannot control what goes viral on TikTok, you can use campaigns like this to benefit the brand.

“We designed this to function on many levels. Get press down and get some coverage. In case of no press coverage, get some influencers along. In case that doesn’t work, make sure you’re delivering an exceptional brand experience. No one shows up? You’ve got a beautiful double window in the middle of Soho. Nothing to lose.

“Going viral is impossible to control. Instead, concentrate on doing good work, consistently, with a clear message that resonates. Then marketing lightning might strike.”



Outcomes for Simply Roasted



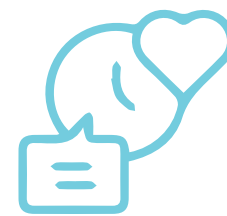
4K+ people sampled the product



Queues of 50+ people all weekend at the event



500+ new followers on social media accounts

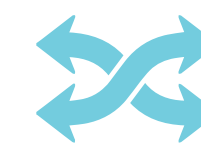


100+ UGC content about the pop-up



Most D2C sales ever immediately after event

Key Takeaways



Add a twist to your product – in this case, it was a pick ‘n’ mix format associated with sweets



Design the venue to make it easy to create great content (backdrops, branding, framing etc.)



Keep the message simple



Consider content creators outside of your industry



Make samples central to the campaign

3. UNLEASHING THE COLLABORATORS

Getting your products into the hands of TikTok creators so they can show your brand in action can help build trust with a wider audience. This is different from organic campaigns, such as Little Moons', because here you are often seeding product samples to the creators to reach a much wider audience.

Having a significant sample size to seed is key to benefiting from this strategy, as we can see from Magic Spoon's example. They briefed creators (micro-influencers) to include the product in their content rather than create corporate content specifically for the brand.

For example, using hashtags such as #GetReadyWithMe and #WhatIEatInADay and showing how the cereal as part of the day was given as an open brief rather than an explicit review.

The content could then be reused on Magic Spoon's feed to recycle it for their followers – thereby creating a loop of content about the product that was more natural and authentic. And Magic Spoon went a step further. Rather than send out sample packages alone, they also included unbranded bowls and spoons, which attracted attention in the comments.

When looking at the level of content creators to activate this kind of campaign, consider micro-influencers with a smaller but more active following. On the Magic Spoon campaign, the creators have a smaller following which can mean the samples themselves can form payment for the content. Digital sampling can support this kind of approach to target micro-influencers on the channel.

As with Little Moons, a small advertising push can also help the pace of the campaign.



Outcomes for Magic Spoon

10.8 M



10.8 million impressions¹⁸



38% content engagement rate



\$2.30 CPM rate

Key Takeaways



Brief content creators to use your product in action



Repurpose videos back onto your own channel



Consider the context for your hashtag strategy



Using small- and mid-level content creators can have a valuable impact



¹⁸<https://www.ubiquitousinfluence.com/post/magic-spoon-case-study>

4. SETTING UP A CHALLENGE

Part of the TikTok appeal is taking part in a challenge. This year saw the Tortilla Challenge, which involved holding your mouth full of water, playing rock, paper, scissors and slapping each other in the face with a tortilla.

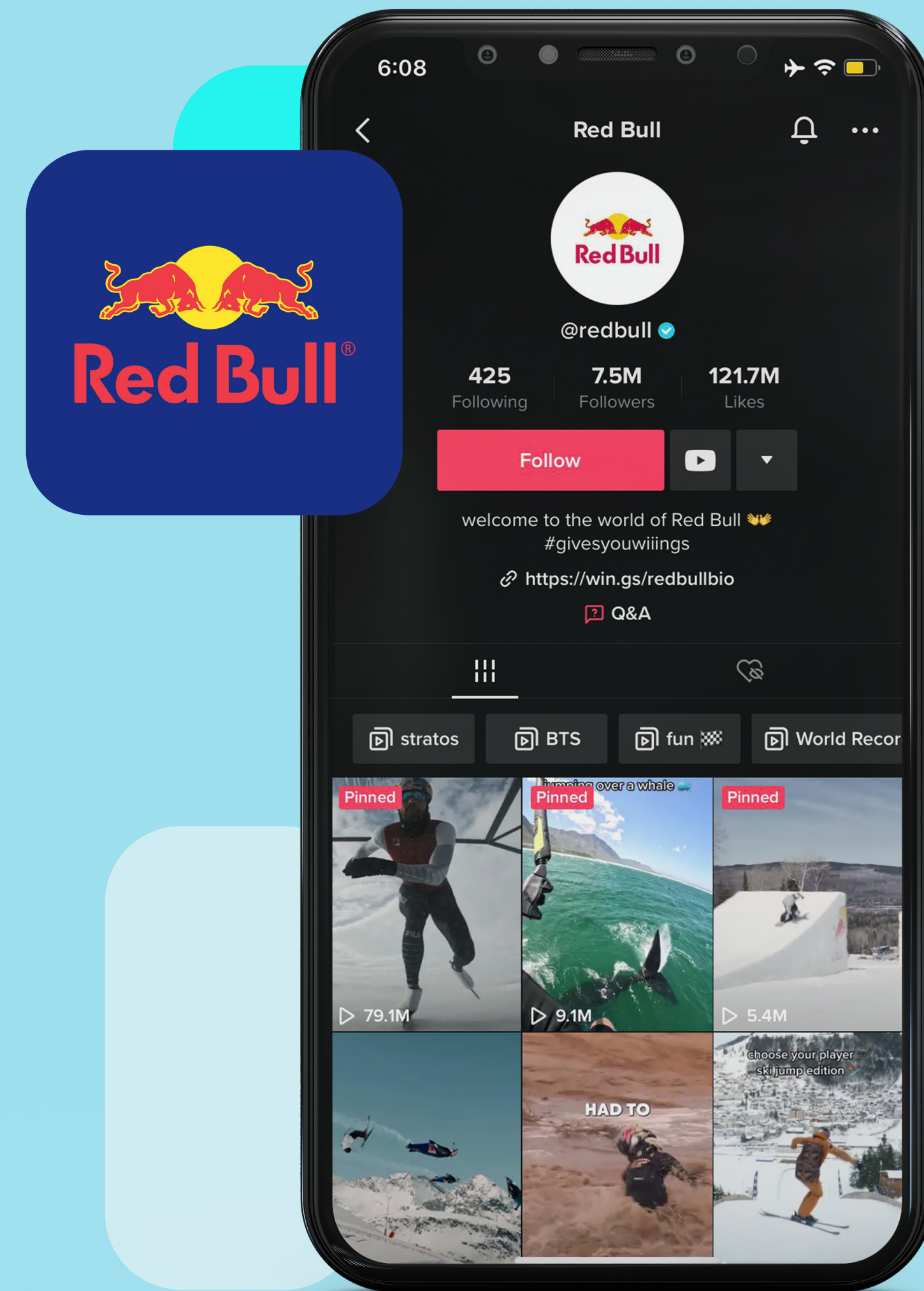
Originating from a Canadian content creator, this challenge went viral because it was simple and fun. And there are probably plenty of tortilla brands kicking themselves for not coming up with this themselves.

Again, it's difficult to know what kind of challenge will pick up traction, but creating a challenge is a great way to get your product in your customers' hands.

Take the Oreo Cookie Challenge, where you place an Oreo cookie on your forehead and have to move it to your mouth without touching it. It was started by Oreo in 2020 under the hashtag #CookieWithACause and for the first million video uploads with the tag, Oreo would donate to the charity Save the Children. This is not the first time the brand has partnered with Save the Children to create a social media campaign.

The hashtag has had 3.1 billion¹⁹ views to date. It works on the basis of humour and simplicity. It's the kind of game you'd play at a family party with all generations. It also puts the brand front and centre without needing to put its brand name in the hashtag.

¹⁹<https://www.tiktok.com/tag/CookieWithACause>



As the response has grown, it's become known as the Oreo Cookie Challenge rather than the original title and you can still see videos circulating on TikTok two years later for this popular challenge. The key part of this campaign is that you need to buy the product in order to take part in the challenge.

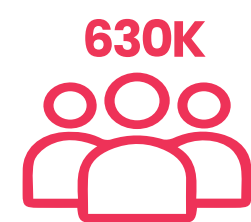
Another example of using a challenge to raise brand awareness is Red Bull, who teamed up with Trent Alexander-Arnold to create a #TrainLikeTrent challenge. This involved a TikTok filter and hitting the circle of virtual lights with your nose as fast as possible.

This campaign tapped into the brand's values of engaging the sporting community while also reaching a younger audience on their own turf.

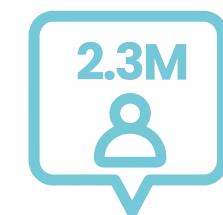
Yet, as we can see from the success of the Tortilla Challenge, you don't need big-name stars to kick-start your challenge. Keeping it funny, simple, and making sure that you maintain the same message can help it pick up traction on the platform.



Outcomes for RedBull



Over 630K users taking part in the challenge



Overall following of 2.3 million



14.8 billion views of the brand hashtag #RedBull

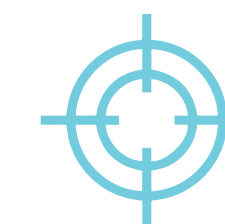
Key Takeaways



Keep it simple when creating a challenge



Make the challenge physical and entertaining



Consider how the challenge will engage your target audience



It's not always necessary to make the brand central to the challenge if the product is doing the work



Consider your hashtag



Be prepared to be persistent



Maintain the same message throughout

5. DRIVING PRODUCT REVIEWS

While it's always fun to create entertaining campaigns, let's not overlook one of the most straightforward ways to leverage UGC for your products – reviews. When 97% of people use UGC to form their opinion of a product and 85% trust these reviews as though they were from friends, brands cannot ignore user-generated reviews.

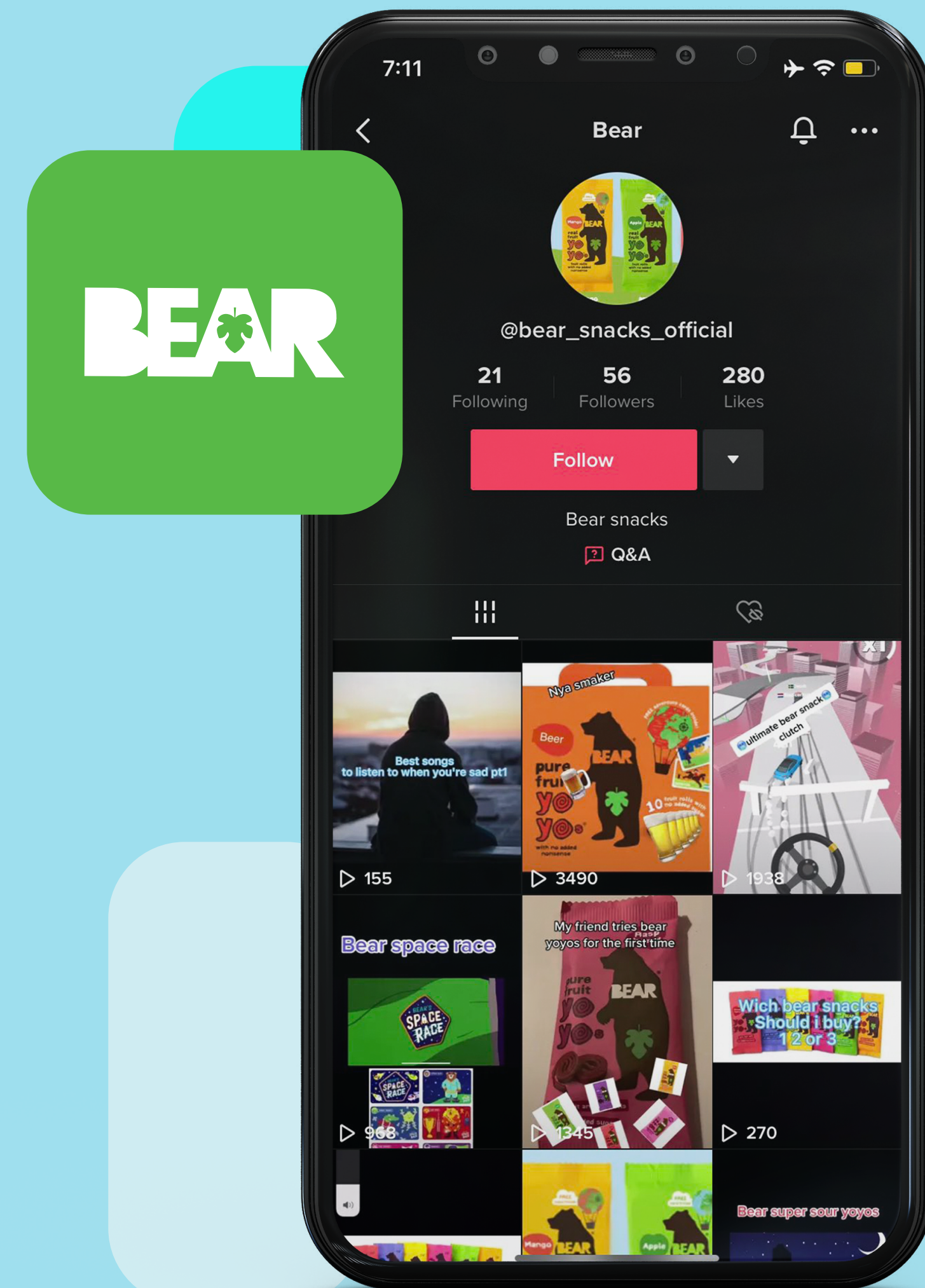
Whilst reviews on TikTok are powerful, commercially focussed brands also understand the benefit of driving positive reviews directly at the digital point of purchase (supermarket, ecommerce + D2C websites). Reviews and ratings of this nature are still pieces of user generated content – just directed out of social media and into a more digital retail focus.

Positive and frequent reviews on these sites are proven to get products to the top of product searches and increase conversion rates by an average 3.6% and engagement by 11.9% across all retailers.²⁰

A digital sampling campaign run by BEAR Nibbles is a great example of how tongue-in-cheek reviews from your end consumer can help appeal to more potential customers.

BEAR Nibbles offers healthy snacks to kids. They have a range of dried fruit sweet-style products that are colourful and carry a distinct tone of voice, but taste perception from parents was the biggest barrier to entry **(as is the case with many better-for-you brands).**

²⁰<https://www.bazaarvoice.com/products/ratings-and-reviews/>

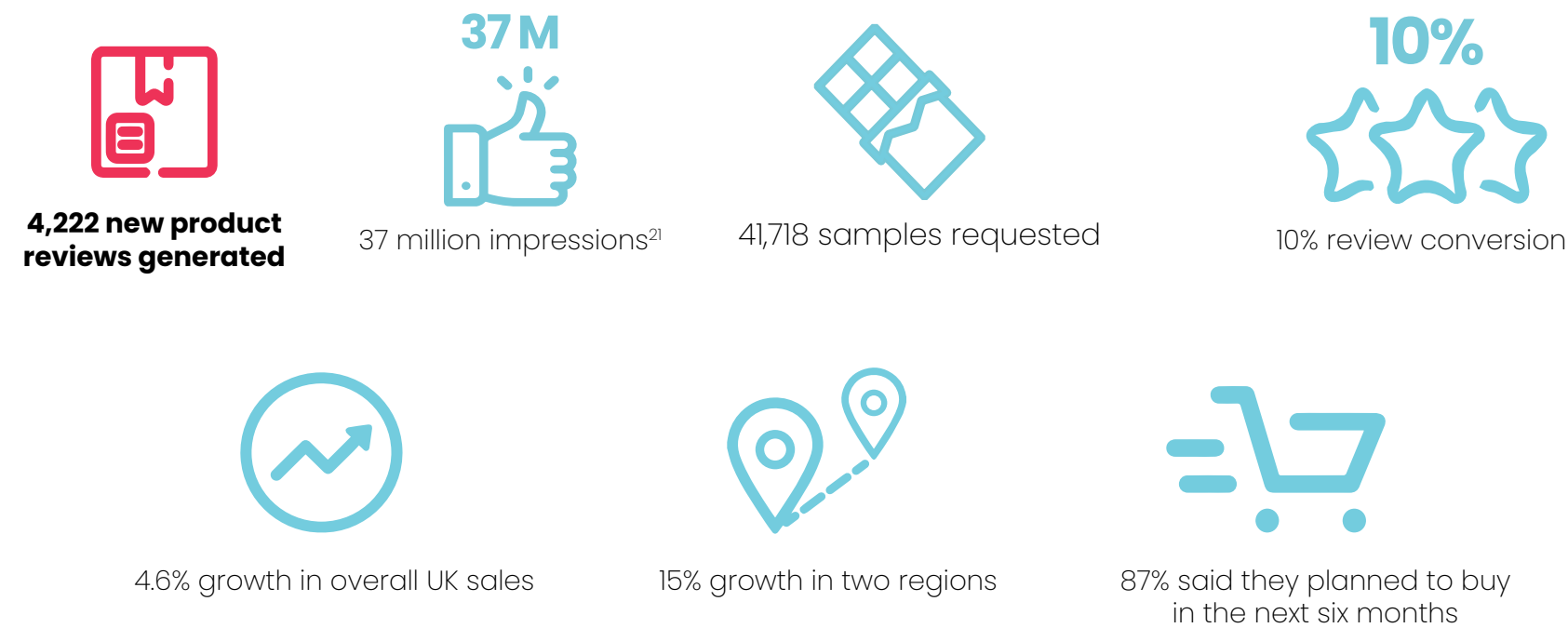


The integrated campaign saw them target parents with a fun and engaging opportunity to get free samples sent for their kids – reinforcing the taste first message through the Paws Off, You Pesky Parents creative and demonstrating how much children find these healthier snacks tasty.

Integrating samples as part of a targeted digital campaign that was delivered into consumers' homes, allowed parents to overcome their taste perception by being with their kids when they tried the Yo-Yos. An orchestrated remarketing campaign then drove over 4,000 positive reviews across a range of eCommerce and retail sites.



Outcomes for BEAR Nibbles



Key Takeaways

- Product ratings and reviews are hugely influential and people are more likely to trust + buy the product.
- It's good to have fun with the reviews – always consider what the twist will be.
- Samples are key to overcoming buyer objections, especially when it comes to taste.
- Plan how to drive reviews after sampling – remarketing is key.
- If the buyer isn't the end consumer – as with kids' products – make sure you involve the consumer as well.

²¹<https://wearecollider.com/projects/bear-nibbles/>

CONCLUSION

We've covered five different approaches to how you can use product sampling to create UGC and better promote your brand and product on TikTok. Whilst each are different, there are some key themes which run through all five:

- Corporate content performs poorly compared to authentic UGC.
- TikTok users like things done with a twist – their content is an expression of how they want to be perceived.
- Getting product into creators hands (both organic and paid) is extremely effective.
- Tik Tok is all about community and bringing people together through trends.

Engaging your audience across different aspects of their lifestyle, and empowering them to create authentic content based on their experience can be an extremely powerful marketing tool. Integrated sampling is central to this process - combining Live, In-Home, and Digital Sampling techniques. Integrating these sampling channels with TikTok and empowering users to create content offers a cost effective way to raise interest levels and broadcast advocacy.

Digital and In-Home Sampling allows consumers to try the product in their own homes and offers that empowerment. For brands, this also means that you have the ability to then follow up with directed sales, engagement and review emails, encouraging that uplift in product sales.

Of course, we all want that campaign to go viral but as Fittock said for her Simply Roasted campaign: "Going viral is impossible to control. Instead, concentrate on doing good work, consistently, with a clear message that resonates. Then marketing lightning might strike."

When you plan for several functions on the campaign and keep the messaging simple and consistent, TikTok can be hugely beneficial to your brand.



FLAVOR SAMPLING

Flavor.

AN INTEGRATED SAMPLING AGENCY

Flavor is a marketing agency that specialises in product sampling for FMCG + Beauty brands.

Our mission is to modernise product sampling through our 'Integrated Sampling' approach - curating the perfect mix across Live, In-Home + Digital Sampling channels.

All campaign planning is data led, and objective focussed.

We believe that this approach is the only way to offer our clients the **best possible sampling campaigns** - as our aim is to combine and design the perfect mix of sampling channels to engage consumers across various points of their lifestyle, rather than sell in a specific channel or partner.

We are a full service agency with capabilities that include:



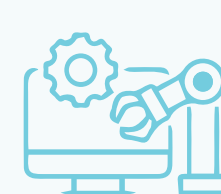
Strategy



Creative + Design



Digital + social integration



Production



Staffing



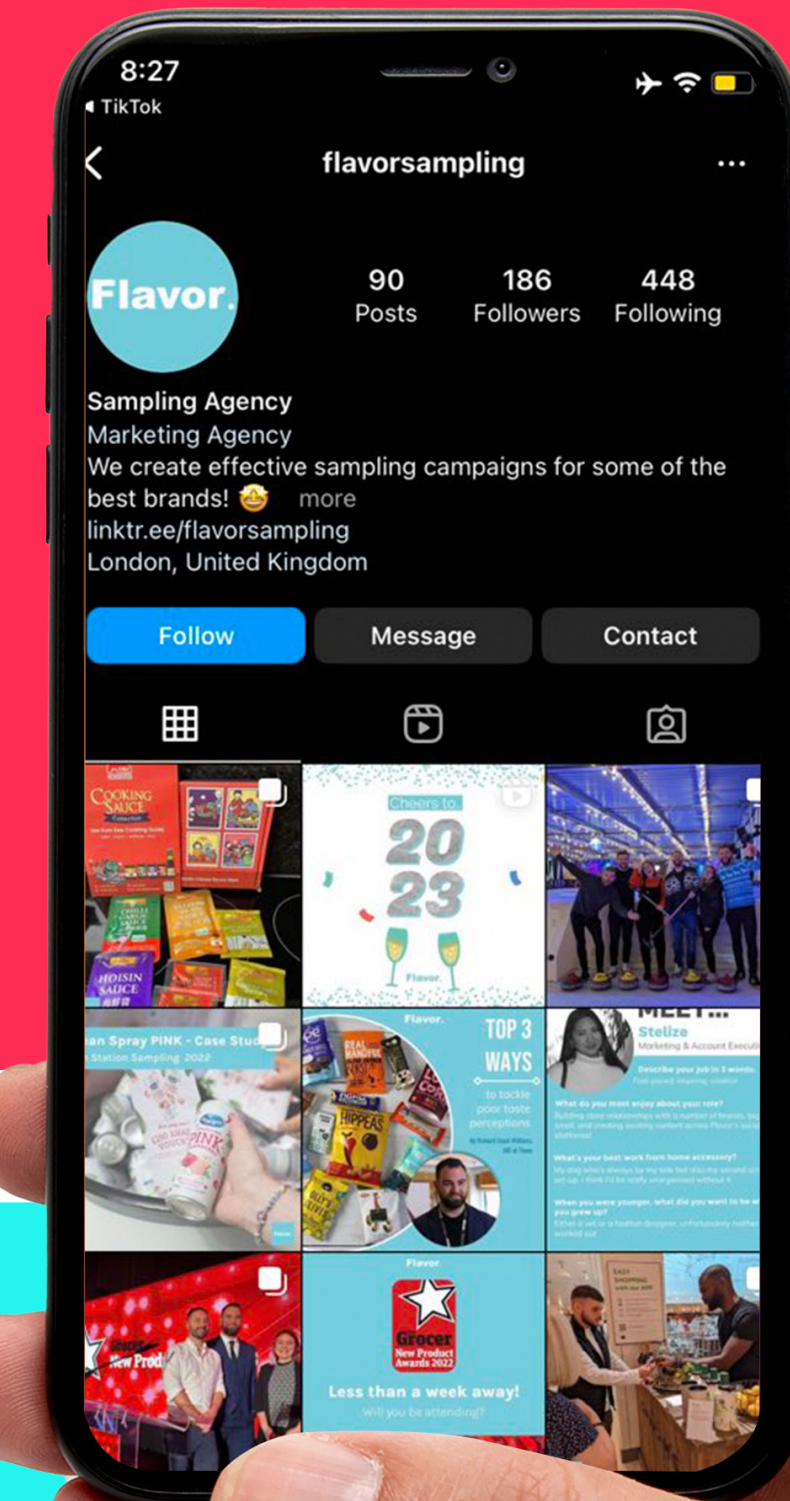
Storage + Logistics



Measurement + Insight

If you would like to find out how we might be able to help with ANY of your sampling objectives please get in touch at info@flavorsampling.com.

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