

EEN PAUZE WERKT DUIDELIJK BETER MET IN-HOME ADVERTISING



QUAND LA PAUSE S'IMPOSE PENSEZ IN-HOME ADVERTISING



DOOR-TO-DOOR WITH SAMPLE



78%
Recall

52%
Opened



20%
Word-of-Mouth

45%
Try sample

32%
Buy Royco soup



41%
Remembers sample
as most important element

33%
Tasted sample within
the first week

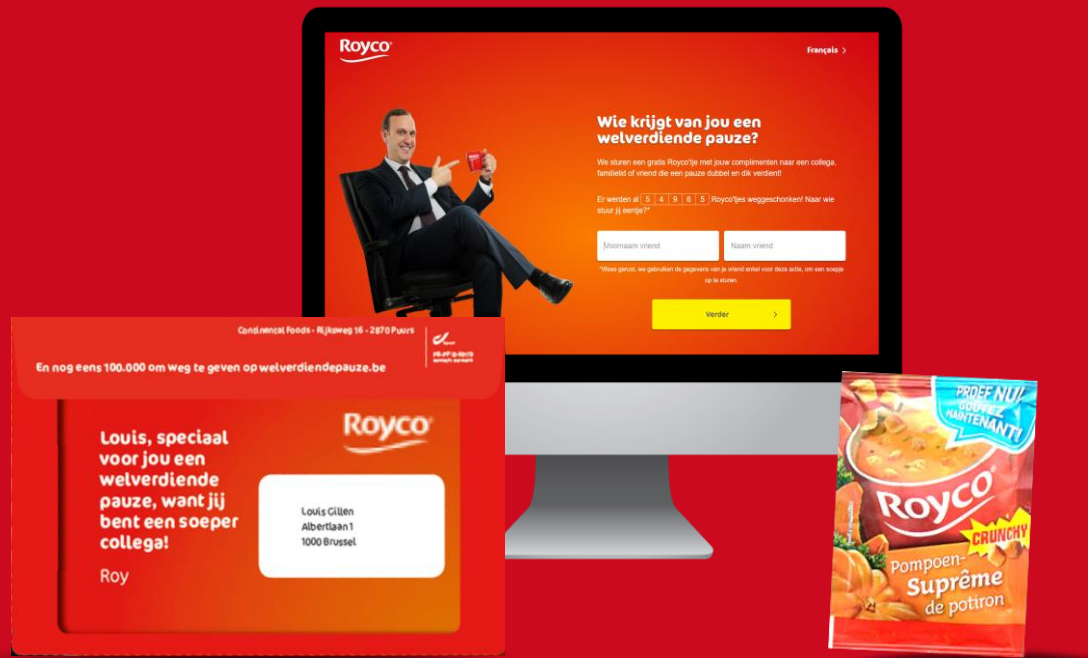


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EEN PAUZE WERKT DUIDELIJK BETER MET IN-HOME ADVERTISING



QUAND LA PAUSE S'IMPOSE PENSEZ IN-HOME ADVERTISING



SENT-TO-A-FRIEND DIRECT MAIL WITH SAMPLE



74% (+45%)
Word-of-mouth
after tasting the sample

51%
Word-of-mouth
Non-sample users

98%
Recall

93%
Opened



90%
Try sample

52%
Buy Royco soup



People who have tasted the sample are also more attentive to other media touch points...

+15%
TV-campaign

+25%
Point of Sales

+61%
Online banner

+59%
Social media



WROI AUW