

Direct Mail Case Study

Nescafe



Sector & Brand: FMCG, Nescafé
Country: Netherlands
Campaign Date: 2007 – 2008

Background

Who was the advertiser?

Nescafé is a brand of coffee which is part of the Swiss Nestlé group.

What was the challenge?

Nestlé developed a number of new coffee varieties. To increase sales of these, Nestlé wanted to raise awareness of the new varieties and stimulate sales of these.

What were the objectives of the campaign?

- » Generate trial of the new Nestlé coffee varieties

Who was the target group?

General cross-section of the coffee drinking public

The campaign in detail:

Which media were used?

The campaign was a cross-media campaign, including mass media (print, bill board) and samples via direct mail.

What was the mailing approach?

Samples were only sent if the consumer responded to the campaign by SMS or internet.

What was the creative concept?

Nestlé used TNT Post's "Try Now" solution. When consumers saw the "Try Now" logo in newspapers or magazines, or on billboards, they could request a free Nescafé sample by sending an SMS to the specified number and a sample was sent by TNT Post.

The results

- » 74,000 free samples were sent; 80 percent to new consumers (those who never tried Nescafé before)
- » 82 percent of those who requested a sample also tried it; 26 percent of these went on to purchase one of the new Nescafé varieties

NESCAFÉ

Choco Cappuccino

voor je koffiepads-apparaat



TRY now De Choco Cappuccino smaaktest is gratis beschikbaar voor iedereen die een Nescafé koffiepads-apparaat heeft. Of ga naar www.try-now.nl voor meer informatie.

Probeer nu gratis

NESCAFÉ

Caffè Latte

voor je koffiepads-apparaat



TRY now De Caffè Latte smaaktest is gratis beschikbaar voor iedereen die een Nescafé koffiepads-apparaat heeft. Of ga naar www.try-now.nl voor meer informatie.

Probeer nu gratis