

CASE STUDY

Philips Sonicare Essence

PROGRAM OBJECTIVES

- Sampling of Philips Sonicare Essence prior to holiday shopping season
- Provide feedback and insights about product switching and purchase behaviors
- Generate word of mouth marketing to support national brand campaign and sales

TARGETED MEMBERS

- 2,000 members 25-54, with large social networks and specific oral care routines

HOW DID IT WORK

- SheSpeaks screened target members and invited those qualified
- Qualified members invited to enroll via online survey
- Kits sent out to participating members with program instructions and pass-along offer details. Online program offer at Amazon.com only using unique SheSpeaks discount code
- Members access 'SheSpeaks Central' and discussion boards to share feedback

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PHILIPS
Sonicare
the sonic toothbrush

"I have been using the Sonicare toothbrush for a few weeks now - I just love it and I'm telling everyone I know to purchase one. My husband did not understand until I bought him one and now he is just as hooked."
-SassieMommie, Jan 28 2008

WHAT HAPPENED

- SheSpeaks members each generated an average of **2.1 units sold**
More than double the anticipated number through trackable coupons.
- SheSpeaks members discussed the Sonicare with **18 people each**
A 62% increase over Philips' expectation



Philips leveraged targeted sampling, on-line surveys and discussion boards to engage directly in discussion with consumers and to build a legion of brand ambassadors.

Through discussions with their networks and a pass-along promotion, SheSpeaks members became brand ambassadors and were able to generate significant sales growth.

"SheSpeaks' program for Sonicare exceeded our goals on all key performance indicators and provided a strong ROI. SheSpeaks gave us the opportunity to communicate directly with our target audience to learn more about how we can better connect with our consumer. Their program really helped us cultivate influential brand ambassadors to drive word of mouth and sales."

- Christy Mommsen Strottman
Consumer Marketing Director, Philips