

The ***Future*** of Sampling.

The *innovations* driving
next gen sampling in the
new normal.



Nothing beats the feeling of getting something for free!

*This feeling is something that **brands can benefit from** and the reason that sampling is an integral strategy for today's marketers.*



Getting your products directly into the hands of consumers is an **effective way of driving trial for new and existing products, generating loyalty, driving sales, increasing brand awareness, building brand affinity** and more!

Whilst nobody is questioning this, there are question marks around **how sampling can be done in a more targeted and sustainable way.**

Gone are the days of handing out products in a crowded train station to anyone and everyone. Sampling in this way creates maximum waste for minimal results. Not to mention the high costs of renting the space and hiring brand ambassadors.

Sampling at it's best connects brands with consumers in a memorable way. Make sure you are targeting the right people at the right time, and measuring results along the way.

We are changing sampling.



Then



Little control or
knowledge of who
receives a sample



Too much waste



Minimal ROI

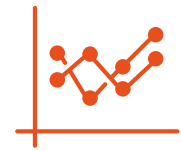
Now



Super targeted



Sustainable
sampling plans



Data-led
campaigns

The Sampling Rulebook.



Target the right people

Getting your brand into the right people's hands is key. Young, new consumers are the easiest to convert before they have formed habits and loyalties and whilst they're most open to trying new brands.

Make it memorable

I bet most people couldn't name the last sample they received on the street. Give consumers something they will remember your brand for, leaving a lasting impression. This might be the first experience they've had with your brand so make it count!

Listen to the data

Include data collection and feedback in all sampling to give you a better understanding of the market which helps shape all future strategies. Applying the insights and learnings will mean there is no excuse for each campaign to get better and better!

Zero-waste

You can't shout about your environmental credentials if you're handing out handfuls of samples in a shopping centre – not a good look for the brand! Make sure distribution is professionally executed and controlled.

Introducing...



**Together we make a noise
that can't be ignored.**

Dig-In Knows Students. Students Know Dig-In.

*If you want to **engage Gen Z**,
you're in the **right place**.*

500k

*students arrive at their uni
bedroom every freshers to find
an **official Dig-In University
Welcome Box** containing
product samples & offers.*

D dig in

195k

*students signed up to
Dig-In's app and mailing
list and completed a **30
question survey** with
product feedback and
lifestyle insight.*

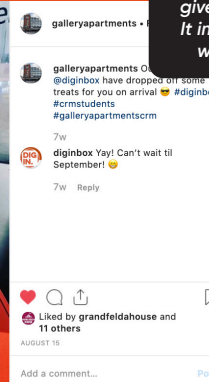
80%

*of UK students have
Dig-In as part of their
university life from their first
day at university.*

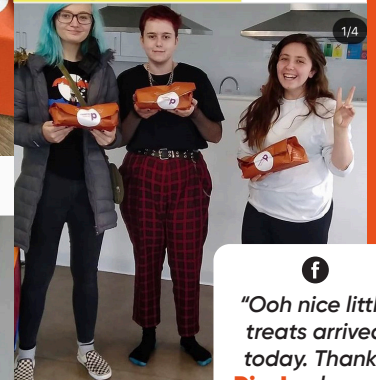
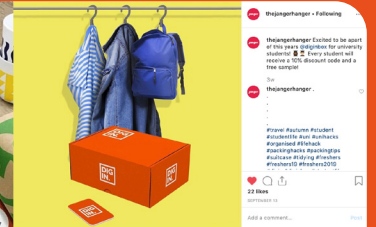
Our boxes create noise.



"Our friends Dig-In are doing the rounds again to wish you all a happy new year! Grab your free bag!"

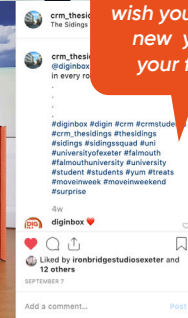


"Thanks for the free samples you give us Dig-In! It improves my welcome!"

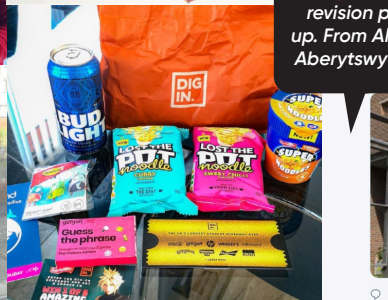


"Ooh nice little treats arrived today. Thanks Dig-In always a pleasure!"

"Attention all students! We have just had a new delivery from Dig-In. come to reception to see what goodies they have in store..."



"Thank-you Dig-In for the revision pick me up. From Alexandra Aberystwyth halls"



Exclusive access.

There are **660,000 purpose built student bedrooms** in the UK. **500,000 of these are exclusively serviced by Dig-In** right through the year for on-site marketing activities. This gives us reach to **1,200 different property addresses.**

1

Contact-free
deliveries
– Covid-
compliant

2

University
staff
training

3

You'll
get this
nowhere
else!

185 educational
partners including the
top universities across
the UK



UNIVERSITY OF
OXFORD



UNIVERSITY OF
CAMBRIDGE



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



UNIVERSITY OF
ABERDEEN



Loughborough
University



Durham
University

Imperial College
London

UNIVERSITY OF
ABERDEEN



UNIVERSITY OF
SURREY

KING'S
College
LONDON

“Students love the
Dig-In Boxes, it's an
extra little surprise to
welcome them into
university life.”



“Our students loved the
Dig-In Boxes – an invaluable
contribution to helping us
welcome students to their
new home!”



Book into the Dig-In Boxes and be a part of a life-long memory.

For the majority of students, **the first day of university** is the most important and **memorable day** of their lives to date.

Brands have the **opportunity to be a part of this experience**, leaving a lasting impression and **earning long-term loyalty** from young consumers.



"How can you forget Dig-In? That bright orange box is literally the first thing I saw when I opened my bedroom door"

Lee, Southampton University



Zero waste

1 box per student, strict allocation process.
Any spare boxes find a home so zero waste

85%

of recent graduates **can remember at least 3 brands** in their Dig-In Box

An average of

65%

students **intend to purchase** after receiving a sample in their box

The future is Gen Z.



81%

of students are
willing to try new
brands when they
start university

77%

of students have never
bought their own
household products
before arriving at
university

80%

of students buy
different brands to
their parents
at home

86%

of students
stay loyal to
brands they like

Why target Gen Z?

**£15.7
billion**

*is the yearly spending
power students currently
have in the UK*

**DIG
IN.**

1

New Consumers

Most students are purchasing products for the first time after leaving the family home.

2

Influencers

70% find out about new brands and products through recommendations from their friends.

3

Open-minded

81% of students are willing to try new brands when they start uni vs only **63%** once they graduate.

4

Data Driven

Students research products before purchasing and **96%** are more likely to purchase if they can sample a product first.

Targeted sampling.



Location Targeting

Reach students **by region, town or which university** they study at.



Store Targeting

Reach students **who live within a 1 mile radius** of stockists.

Re-targeting

Consumers who **responded well to your product** the first time to form habit.



Mass Sampling

Reach **18-24 year old** audience with **zero waste**



Our clients include...



**Want
to know
more?**



Drop us an email at enquiries@digin.co.uk

Head over to [**digin.co.uk**](https://digin.co.uk)

[**Click here to watch our video on YouTube**](#)