

NSI

NICHE SAMPLING INC.

New Mother Sampling

Program Description

Working with both of the leading brands of baby formula, new mothers can be reached with both product samples and/or promotional offers/coupons. Up to 250,000 per month new moms can be reached in a controlled environment with minimal waste year-round.

As new mothers are discharged from hospitals across the U.S., gifts (e.g. sling bags, diaper bags) are hand-distributed by hospital staff. Each includes product samples, information; and offers specifically for women as they take their newborns home.

Participating brands receive the implied endorsement as this audience enters a new life stage.

Key Elements

- Quantity: Up to 3,000,000 annually
- Timing: Year-round as desired



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