

Product Sampling & Trial Drive

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Plans a sampling/trial drive — where and how to sample (in-store, society, event, on-pack), quantities and cost, conversion tracking and follow-on offer — so trial converts to repeat, not just giveaways. Use it for a new product or new market. For consumer offers use the Consumer Promotion Planner.

Purpose of this tool & output

Get the product into consumers hands

How the output is used

Use it to get the product into consumers hands — a sampling and trial drive that converts trial into repeat.

Important cautions

Sampling without a conversion mechanic is charity; tie every trial to a first-purchase nudge.

Companion documents

- Trade Scheme Designer
- Consumer Promotion Planner
- Visibility & Merchandising Plan
- Display / Shelf-Share Scheme
- Festive & Seasonal Activation Plan
- Scheme ROI / Effectiveness Analysis

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.