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DSO 2010 FSA

DIRECT STORE DELIVERY

FIELD SAMPLING ACTIVITY

DSD 2010 FIELD SAMPLING ACTIVITY



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OBJECTIVE



PROGRAM OBJECTIVES

Execute image building product samplings at cherry-picked event locations in 5 regions across the country

Gain trial and awareness for products and brands

Execute program through two Phases:

DSD Phase 1: January 23rd through June 9th

DSD Phase 2: June 19th through December 19th

Attend Nestlé approved events from January to December 2010

Work with local CDAMs in each city to supply product for events

Increase sales in geographic regions that execute activity

Distribute Nesquik and Juicy Juice product samples to targeted attendees at events

Increase Nesquik and Juicy Juice brand awareness among target demographic

Communicate Nesquik and Juicy Juice brand messaging points to attendees

T11A ROLES & RESPONSIBILITIES

Coordinate, manage and execute 49 total events in Phase 1 and Phase 2

Research and present events to Nestlé in the following regions:

Central
Northeast
Southwest
Southeast
West

Recruit, hire and train a local manager and three brand ambassadors for each event to handle on-site sampling and logistics

Negotiate sampling access and fees at the venues

Work with existing local Nestlé distributors or Nestlé to place product order with two weeks lead time

Distribute between 170,000 and 270,000 samples

Provide photos and video from events to holistic Agency partners for posting on Social Media sites

Create branded uniforms for Brand Ambassadors

Coordinate shipping of equipment to arrive at each event

Coordinate logistics with event coordinators at events

Coordinate Nesquik bunny shipping and appearance at each event that would allow it

Work with CDAMs to get product for events

Arrange cold storage or alternative method for chilling product prior to event

Handle insurance requirements and certificates that are specific to each event



OVERVIEW



PROGRAM OVERVIEW

The main focus of the program was to attend family friendly events from January 23rd – December 19th, 2010 in 5 US regions

DSD Phase 1: January 23rd – June 9th

DSD Phase 2: June 19th- December 19th

Part of phase 1 also included a sponsorship with 4 minor league baseball teams

Depending on the regulations of each event, the size of product samples distributed were adjusted

Some events would not allow full-size product samples due to concessions. Teams then distributed samples in one of two ways:

Juicy Juice Sparkling 8 oz cans and/or 2 oz cup samples

Nesquik chocolate milk 8 oz bottles and/or 2 oz cup samples

T11A worked with existing Nestlé distributors across the country to help provide product for each event

Both phases had a combination of large and small events from each region

DSD Phase 1

January 23rd – June 9th

Phase 1 goal was to execute 17 days of activity and to distribute 85,000- 170,000 samples

Attended 24 events spanning 39 days of execution

Distributed a total of 214,469 samples

DSD Phase 2

June 19th- December 19th

Phase 2 goal was to execute 26 events spanning 55 days of activity and to distribute 85,000- 100,000 samples

Attended 26 events spanning 52 days of execution

2 events to still attend

Distributed a total of 328,218 samples to date

Minor League Baseball

June 26th- September 19th

20 days of execution

Distributed a total of 49,910 samples

**A Grand total of
594,597 samples delivered**

**219%
OF
SAMPLE
GOAL**

KEY PROGRAM FACTS BY REGION

Total Samples

Distributed: 592,597

Nesquik 8 oz bottles= 154,023

Nesquik 2 oz cup
samples= 193,060

Juicy Juice Sparkling 8 oz
cans= 207,148

Juicy Juice Sparkling 2 oz cup
samples= 38,366

Northeast:

Executed 22 days of activity at
15 events

Nesquik- 20,016 eight oz bottles
& 30,966 two oz cup samples
distributed

Juicy Juice Sparkling- 65,196
eight oz cans distributed

Southeast:

Executed 30 days of activity at 21
events

Nesquik- 74,090 bottles &
55,296 two oz cup samples
distributed

Juicy Juice Sparkling- 48,776
eight oz cans & 29,368 two oz
cup samples distributed

West:

Executed 21 days of activity at 16
events

Nesquik- 18,874 eight oz bottles
& 54,206 two oz cup samples
distributed

Juicy Juice Sparkling- 32,292
eight oz cans distributed

Southwest:

Executed 15 days of activity at
eight events

Nesquik- 8,898 eight oz bottles
& 23,060 two oz cup samples
distributed

Juicy Juice Sparkling- 37,474
eight oz cans distributed

Central:

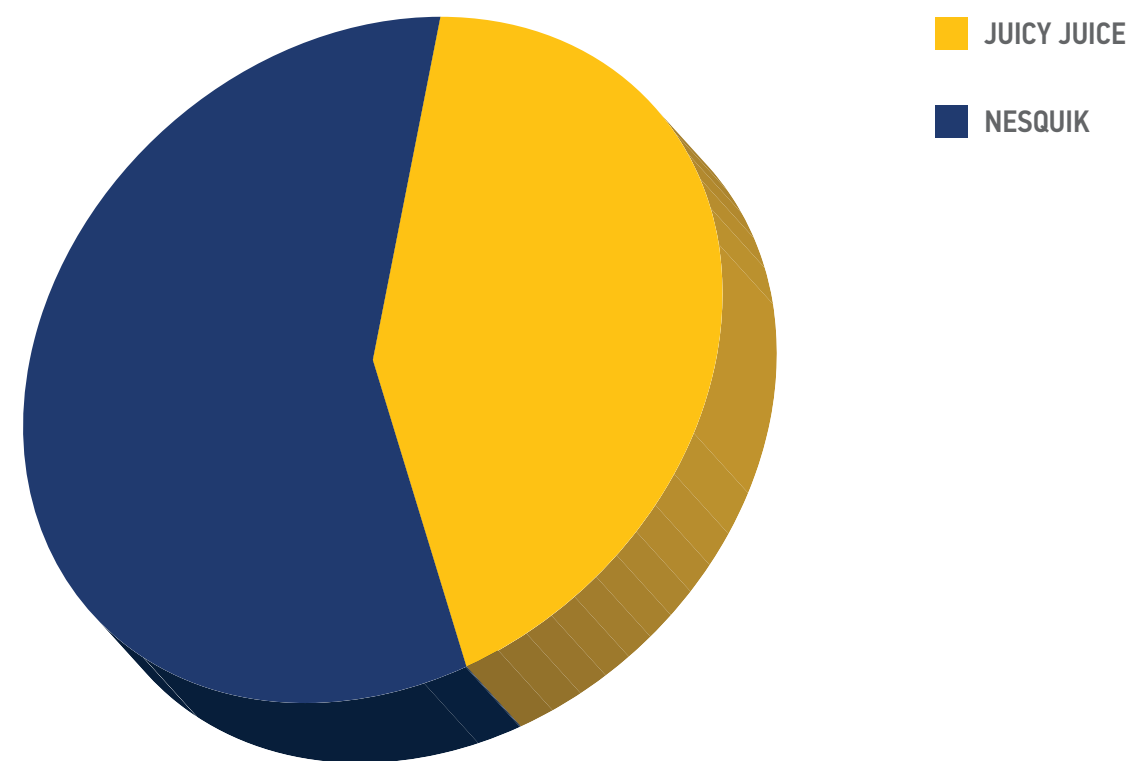
Executed 25 days of activity at 11
events

Nesquik- 32,145 eight oz bottles
& 29,532 two oz cup samples
distributed

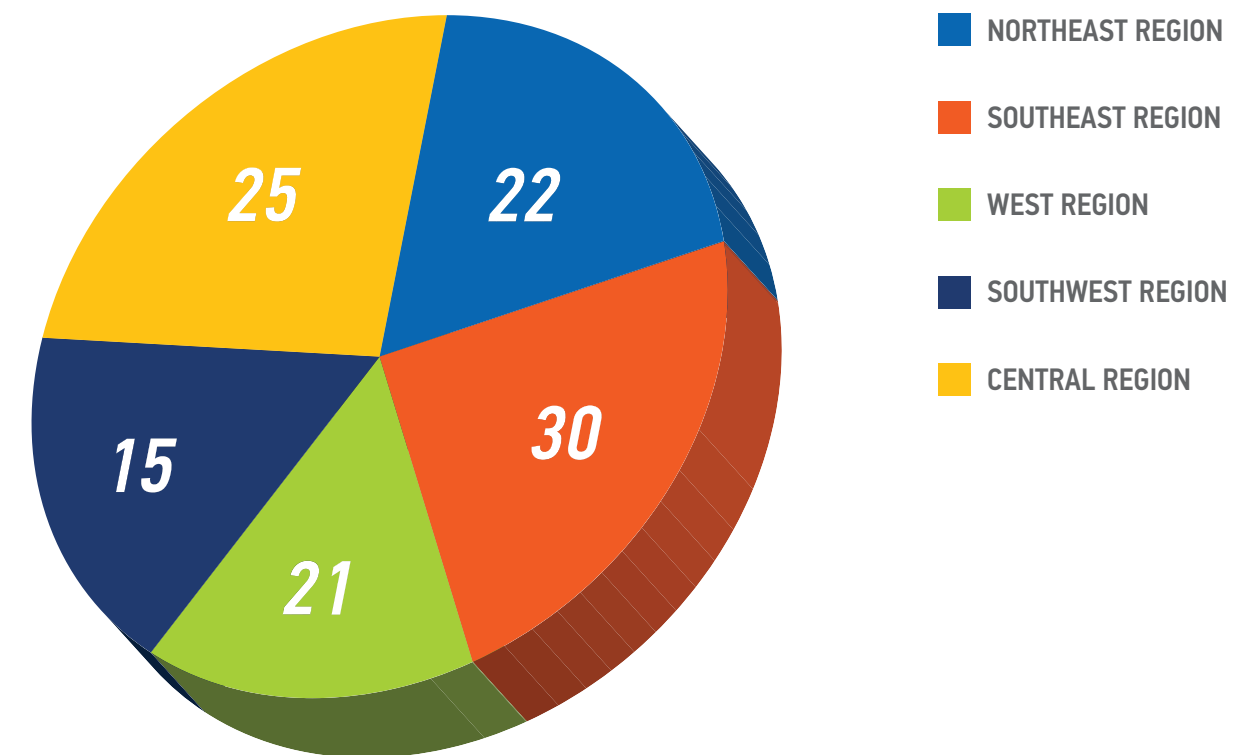
Juicy Juice Sparkling- 25,410
eight oz cans & 8,998 two oz cup
samples distributed



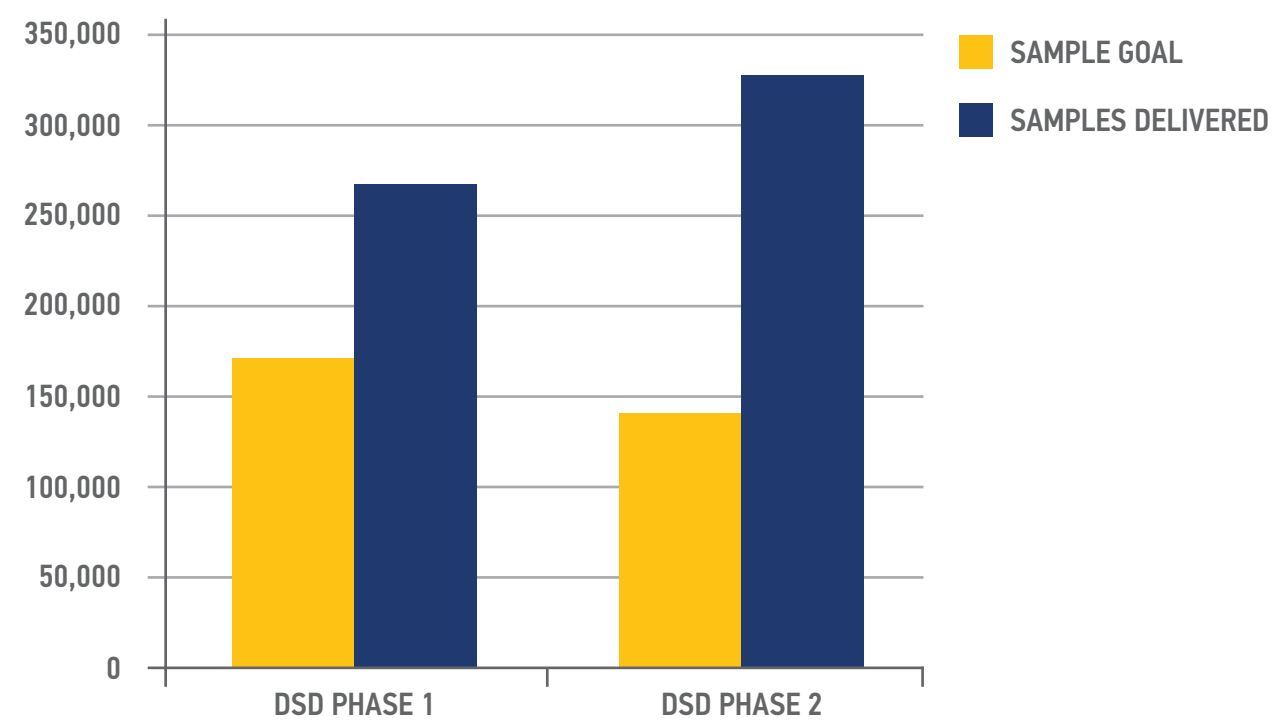
SAMPLING BREAKDOWN BY BRAND



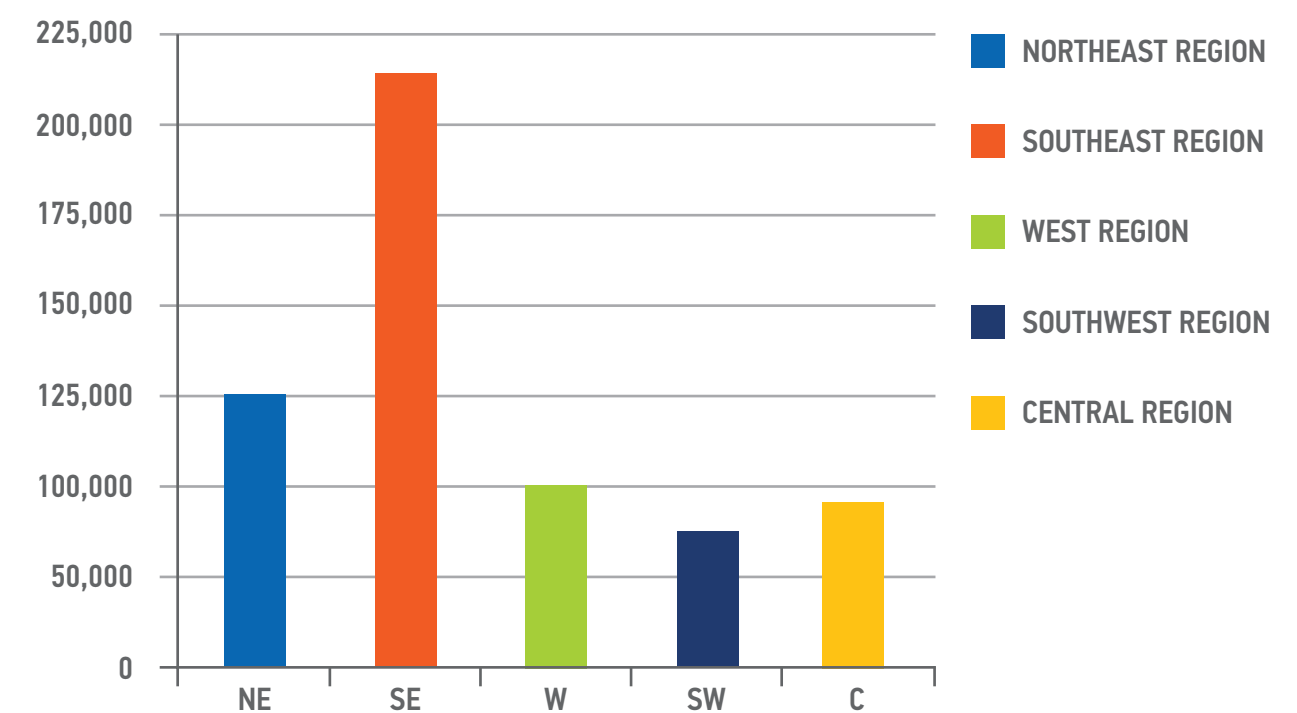
DAYS OF ACTIVITY BY REGION



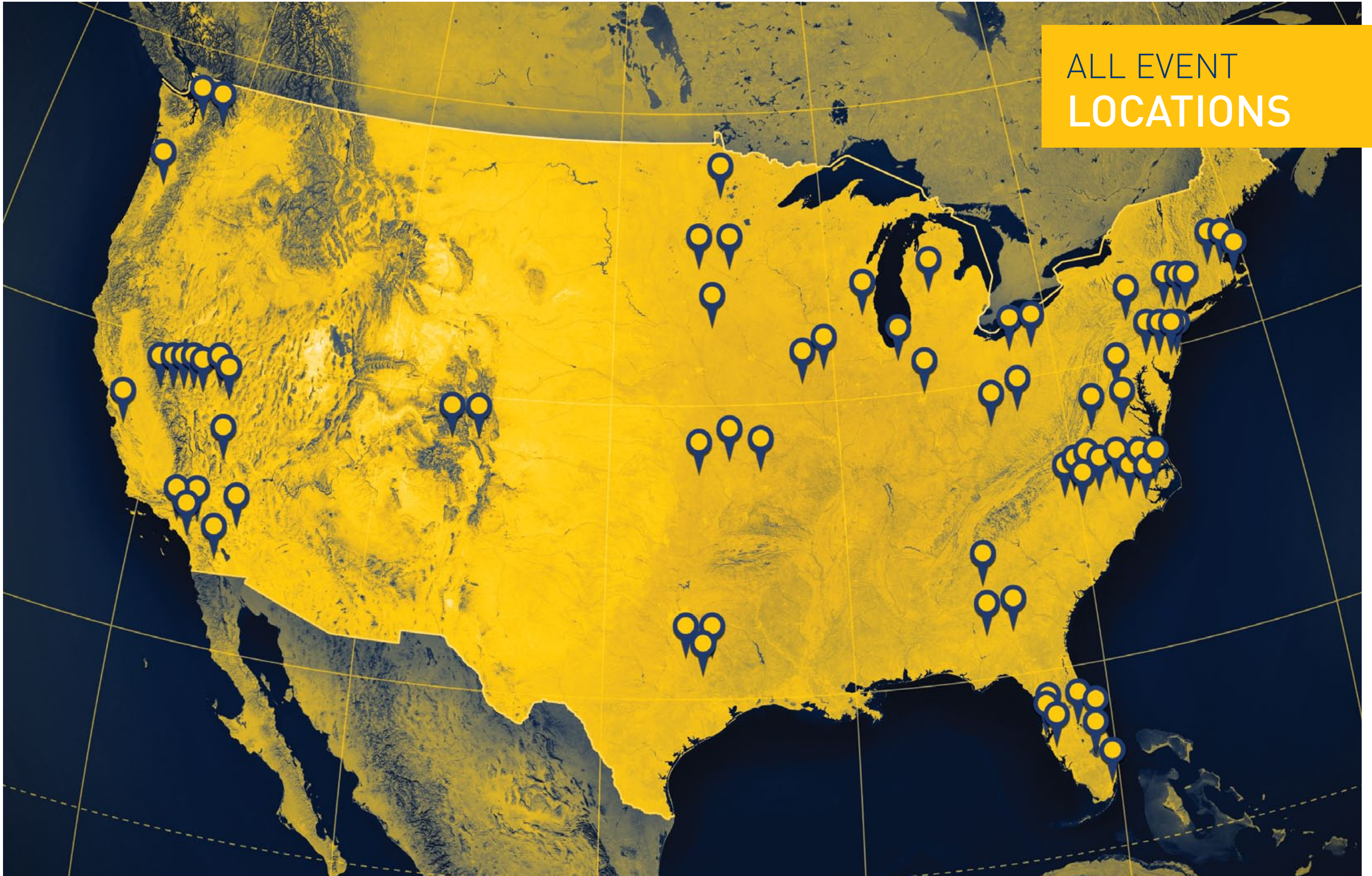
SAMPLE GOAL VS. SAMPLES DELIVERED



SAMPLES DELIVERED BY REGION



ALL EVENT LOCATIONS





BAT TER UP



MINOR LEAGUE **BASEBALL SPONSORSHIP**

Nesquik sponsored 4 minor league baseball teams:

Sacramento River Cats - CA

AAA affiliate of the Oakland Athletics

Salem Red Sox -VA

Single A affiliate of the Boston Red Sox

Richmond Flying Squirrels -VA

Double A affiliate of the SF Giants

Camden Riversharks – PA (also included Juicy Juice Sparkling Sponsorship)

Atlantic League of Professional Baseball

These family friendly sponsorships included appearances by the Nesquik Bunny and sampling of full size product to consumers at the end of selected games

T11A created a custom made Nesquik bottle costume that participated in a race with the Nesquik bunny and the Athletic bunny around the bases at 46 Sacramento River Cats games.

A total of 49,910 Nesquik chocolate milk samples & Sparkling Juicy Juice samples were distributed

This is 8.45% of the all samples distributed throughout both phases

EVENT SET-UP

T11A customized each event set-up to the samples being distributed and the needs of the event. A combination of the equipment below was used:

10'x10' Branded Pop-Up-Tent

Nestlé supplied T11A with a versatile tent that could be customized in the following ways: Juicy Juice, Nesquik, or Juicy Juice/Nesquik branding

Juicy Juice Sparkling backdrop

Nesquik & Juicy Juice Barrel Coolers

Uniforms

Nesquik & Juicy Juice

Nesquik Bunny appearance when available

Traditional Bunny, Athletic Bunny, Golfing Bunny





SAFEWAY HOLIDAY ICE RINK IN UNION SQUARE

Nesquik and Juicy Juice are sponsors of the Safeway Holiday Ice Rink in San Francisco, CA

As sponsors of the ice rink both brands get logo recognition onsite and also online at their website: <http://unionsquareicerink.com/sponsors>

The ice rink is open from November 10th- January 17th

Brand teams will be sampling full bottle Nesquik and Juicy Juice cans on November 22nd, and December 18-19th

The bunny will also be making an appearance and skating at the rink

This yields great exposure to Holiday Shoppers in the popular Union Square area

SAY CHE ESE



PICTURE MARKETING COLLABORATION

Picture Marketing consists of:

Brand ambassadors use a designated camera that Picture Marketing sent to capture photos

Once picture is taken the Brand Ambassador uses the camera to scan the code on the photo access card

This securely links each attendee to only their own photo

The photo access card is given to the consumer and it allows them to log on to the website where their photo is being held

Once on the website the consumer is able to

retrieve their photo, send the photo to friends and family or upload to their Facebook page

T11A chose six of the largest events from both phases to use Picture Marketing

12 Hours of Sebring, The Great 4th of July Festival, Painesville Party in the Park, North Side Summerfest, 17th Annual Upper Broadway Festival, and Pru Boo 2010

531 photos were taken and 283 photos were sent to guest emails

WE HAD SOME HELP ALONG THE WAY

Nestlé Key Contributors

Marco Baron the Nestlé Nesquik Brand Associate that T11A worked with made approving events trouble-free

Evelyn Wah the Juicy Juice Brand Associate that T11A collaborated with was professional and helpful when approving events and photos that were posted on social media sites

If local CDAMs were unable to help provide product for events we placed orders with Thea Kubota and Carolyn Marquez at Nestlé

CDAM Partnership

Throughout both phases T11A reached out to local CDAMs about helping to supply product for events

At the Food Lion Speed Street on May 27-29, attendance levels were higher than anticipated. The local CDAM Tom Henry was able to order additional product during the event to ensure we had enough to sample all three days

At the Special Olympics sampling in Lincoln, NE the local CDAM Heidi Larsen brought all of the product to the event site which made distributing samples turn-key

CDAMs would place our product orders through local Nestlé distributors which made the getting product very accessible

Holistic Team Integration

T11A worked collaboratively with the following Agency partners:

Edelman

Provided Edelman with Juicy Juice pictures and photo release forms from each event

Photos were posted to Facebook in a sampling album- "Juicy Juice Sampling Events"

OGM

Provided OGM with most up to date schedule and changes to Juicy Juice sampling

OGM posted the Juicy Juice schedule information on [www. JuicyJuice.com](http://www.JuicyJuice.com)

Marcus Thomas

Provided Marcus Thomas Nesquik pictures, photo release forms, and video

Marcus Thomas posted photos from each event and video of the bunny on the Nesquik Facebook

Drillteam Marketing

Provided Drillteam schedules and photos for Nesquik & Juicy Juice

Drillteam sent their advocacy groups, Nesquik Shakers & the Juicy Bunch, to the events to take photos



O'GRADY \ MEYERS
INTERACTIVE AGENCY





INSIGHTS

Event Specific

Having a combination of small local community events and large multiple day and high attendance events was effective

Consumers in smaller markets were very receptive and appreciative of our participation and sponsorships at their events

The smaller events increased overall dwell time of consumers

This allowed Brand ambassadors more time to communicate the key message points for each brand

The larger events were excellent for brand exposure and high sample numbers

At multiple day events word-of-mouth spread that Nesquik and Juicy Juice were on-site sampling

This resulted in new consumers coming to try a sample

Handling crowd control at the bigger events was challenging because of the constant line of people waiting to try both products

Brand Specific

Staff uniforms for both brands generated a lot of interest on how attendees can purchase their own

Recommend having T-shirts available for sale online

Nesquik

Many consumers were unaware of the variety of flavors and sizes that Nesquik is available in

Consumers were asking for Nesquik coupons especially since our teams were passing out \$1 off coupons for Juicy Juice Sparkling
Attendees were excited to see the Nesquik Bunny onsite and to take pictures with him

This created a tremendous amount of buzz at our sampling tent

Juicy Juice Nesquik

Juicy Juice berry was the most requested flavor

Many consumers asked how Juicy Juice Sparkling was packaged when sold because they were interested in a multi-flavor pack

Consumers wanted to try each flavor of Juicy Juice Sparkling being sampled before taking a full can

Going forward we could offer cup samples of each flavor and let consumers choose which flavor they like best

Equipment Specific

The dual branded tent was a great asset to the program

Prior to using the dual branded tent we needed to have a 10x10 tent space for each brand

We were required to pay for two sponsorship/access fees for each space

Needed additional staff to have enough samplers for each tent

Benefits

Saved money on event fees by purchasing one booth space per event

Fewer sampling staff needed

Branded barrel coolers allowed for sampling to happen away from tent

For example: having brand ambassador be at the exit/entrance of events with a barrel cooler resulted in additional consumers receiving a sample

KEY LEARNINGS & CONSUMER COMMENTS

When sampling the Nesquik Chocolate Milk many people were disappointed that samples of Nesquik Strawberry Milk were not available

At future sampling events offer Strawberry Nesquik for consumers to try

Many consumers were concerned that they would have to pay to take a picture with the Bunny however when they found out that it was free they were pleasantly surprised

Passing out 2oz cup samples made the sampling area more difficult to keep clean

Kids would spill the beverages on the tablecloths and tents which made them sticky and difficult to clean consistently

Consumer Comments

JUICY JUICE

"Does Juicy Juice Sparkling come in a Strawberry Flavor?"

"Is the Juicy Juice Sparkling sold in larger cans?"

"I am a diabetic and the sugar content in Juicy Juice is a big deterrent."

"I love that your sampling multiple flavors of juice I can try. Then I can decide what full can I want!"

"Will Juicy Juice come out with a watermelon flavor? That is always my favorite!"

"Is this an energy drink?"

"This is an awesome new twist on Juicy Juice, my kids think they are drinking pop."

NESQUIK

"Wow I can't believe Nestlé would support this event! Thank you so much!" (Kaboom Town- Dallas, TX)

"I really like these serving sizes! Can I buy these at the store?" (referring to the 100 calorie)

"If I knew Nesquik was only a hundred calories I would have started drinking it a long time ago!"

"I add ice and Nesquik to a blender and it makes the perfect milkshake."

"We mainly use the powdered Nesquik at home but the 100 calorie is a nice alternative."

"What kind of milk is this made with?"

"It is a bummer that my son is not able to have the Nesquik because he is lactose intolerant."



Region	City	Date	Event Name	Number of Sparkling Apple Samples Distributed	Number of Sparkling Berry Samples Distributed	Number of Sparkling Orange Samples Distributed	Number of Nesquik Chocolate Milk Samples Distributed
Southeast	Tampa	1/23/2010	Gasparilla Parade	0	0	0	9,600 2oz samples
West	Los Angeles	2/20/2010	Cupcake Challenge	0	0	0	555 8oz bottles
West	Mammoth	3/6-7/2010	Mammoth Days	0	0	0	4,844 2oz samples
Central	Minnesota	3/11-13/2010	Minnesota High School Hockey Tournament	0	0	0	12,000 2oz samples
Southeast	Miami	3/14/2010	Calle Ocho	0	0	0	5,010 8oz bottles
Southeast	Sebring	3/20/2010	12 Hours of Sebring	0	0	0	7,500 8oz bottles
West	Los Angeles	4/3-4/2010	Spring Fling at LA Zoo	1,080 cans	1,080 cans	1,080 cans	11,250 2oz samples
Southeast	Sarasota, FL	4/4/2010	Easterfest 2010	1,800 cans	1,800 cans	1,800 cans	5,400 8 oz bottles
West	North Cal	4/17/2010	Keeping Kids Safe	124 cans	124 cans	124 cans	60 8oz bottles
Northeast	New York	4/18/2010	Times Square Spring Block Party	1,800 cans	1,800 cans	1,800 cans	5,400 8oz bottles
Northeast	Boston	4/25/2010	Run of the Charles	408 cans	408 cans	408 cans	1,200 8oz bottles
Northeast	Cincinnati	4/30-5/2/2010	Cincinnati Flying Pig Marathon	3,888 cans	3,888 cans	3,888 cans	8,064 2oz samples & 3,600 8oz bottles
Central	Chicago	4/30-5/2/2010	Chocolate Festival	0	0	0	12000 8oz bottles
Northeast	Columbus	5/1/2010	Columbus Capital City Run 5K	1,200 cans	1,200 cans	1,200 cans	3,600 8oz bottles
Central	Lincoln	5/1/2010	Mayors Kids Run	0	0	0	9975 8 oz bottles
Southwest	Dallas	5/1/2010	Girls on the Run 5K	80 cans	80 cans	80 cans	600 8oz bottles
Central	Indianapolis	5/6-7/2010	Indy Fan Festival	3059 2oz samples	2880 2oz samples	3059 2 oz samples	0
Northeast	Cleveland	5/8/2010	International Children's Festival	336 cans	312 cans	312 cans	1,008 8oz bottles
Southwest	Denver	5/8-9/2010	2010 Cinco De Mayo "Celebrate Culture" Festival	0	0	0	9,500 2oz samples
West	Palm Desert	5/16/2010	10th Annual Rite Aid Golf Classic	0	0	0	115 8oz bottles
Southwest	New Smyrna	5/21-23/2010	New Smyrna Beach Balloon Festival	3100 cans	3816 cans	4400 cans	3950 8 oz bottles

Region	City	Date	Event Name	Number of Sparkling Apple Samples Distributed	Number of Sparkling Berry Samples Distributed	Number of Sparkling Orange Samples Distributed	Number of Nesquik Chocolate Milk Samples Distributed
Southeast	Charlotte	5/27-29/2010	Food Lion Speed Street	3,020 2oz samples	2,230 2oz samples	2,230 2 oz samples	22500 8oz bottles
Southwest	Kansas City	5/29-30/2010	Jiggle Jam Family Fest	2,000 cans	3,500 cans	4,000 cans	3,000 8oz bottles
West	Portland	6/9/2010	Rose Festival	408 cans	0	408 cans	3,528 8oz bottles
Southwest	Kansas City	June 19-20	Kansas City Chalk & Walk	3,120 8 oz cans	3,120 8 oz cans	3,120 8 oz cans	3,000 2 oz samples
West	San Francisco	June 19-20	56th Annual North Beach Festival	3,216 8 oz cans	3,216 8 oz cans	3,216 8 oz cans	8,064 2 oz samples
West	San Diego	June 26th	31st Annual Ocean Beach Street Fair & Chili Cook-Off	0	0	0	6,048 2 oz samples
West	Sacramento	June 26th	Baseball: River Cats	0	0	0	2,520 8oz bottles
West	Seattle	June 26-27	Taste of Tacoma	2,400 8 oz cans	2,400 8 oz cans	2,400 8 oz cans	12,000 2 oz samples
Central	Minnesota	June 26-27	St Cloud Air Show	2,000 8 oz cans	2,000 8 oz cans	3,000 8 oz cans	3,000 2 oz samples
Northeast	Boston	July 1st	Harborfest's Children's Day	1,500 8 oz cans	1,500 8 oz cans	1,500 8 oz cans	1,488 8 oz bottles
Southwest	Dallas	July 3rd	Kaboom Town	200 8 oz cans	150 8 oz cans	300 8 oz cans	550 8 oz bottles
West	Sacramento	July 3rd	Baseball: River Cats	0	0	0	2,520 8oz samples
Northeast	New York	July 4th	The Great July 4th Festival	1,608 8 oz cans	1,608 8 oz cans	1,608 8 oz cans	5,952 2 oz samples
Central	Iowa	July 9th	Ed Thomas Memorial Golf Invitational	0	0	0	170 8 oz bottles
Northeast	Philadelphia	July 9th	Baseball: River Sharks	192 8 oz cans	192 8 oz cans	240 8oz cans	600 8oz bottles
Northeast	Philadelphia	July 11th	Baseball: River Sharks	192 8 oz cans	240 8 oz cans	216 8oz cans	600 8oz bottles
West	Seattle	July 10-11	Kent Cornucopia Days 2010	3,000 8 oz cans	3,000 8 oz cans	3,000 8 oz cans	12,000 2 oz samples
Northeast	Painesville	July 16-18	Painesville Party in the Park	6,000 8oz cans	6,000 8 oz cans	6,000 8 oz cans	7,250 2 oz samples
Southeast	Richmond, VA	July 16th	Baseball: Flying Squirrels	0	0	0	3,750 8oz cans
Southeast	Salem, VA	July 17th	Baseball: Red Sox	0	0	0	2,500 8oz cans
Southwest	Denver	July 17-18	KidSpree	1,392 8 oz cans	1,392 8 oz cans	1,392 8 oz cans	8,640 2 oz samples

Region	City	Date	Event Name	Number of Sparkling Apple Samples Distributed	Number of Sparkling Berry Samples Distributed	Number of Sparkling Orange Samples Distributed	Number of Nesquik Chocolate Milk Samples Distributed
Central	Minnesota	July 17-18	Duluth Air Show	1,725 8 oz cans	1,725 8 oz cans	2,000 8 oz cans	3,000 8 oz bottles
Southeast	Richmond, VA	July 18th	Baseball: Flying Squirrels	0	0	0	3,750 8oz cans
Central	Ann Arbor, MI	July 21-24th	Ann Arbor Art Fair	0	0	0	14,532 2 ounce samples
Central	Lincoln, NE	July 22-23rd	Special Olympics	1,080 cans	1,080 cans	1,080 cans	2,250 bottles
Northeast	Philadelphia	July 30th	Baseball: River Sharks	312 8 oz cans	360 8 oz cans	336 8oz cans	1,000 8oz bottles
West	Sacramento	July 31st	Baseball: River Cats	0	0	0	2,520 8oz bottles
Southeast	Salem, VA	August 7th	Baseball: Red Sox	0	0	0	2,500 8oz cans
Southeast	Salem, VA	August 8th	Baseball: Red Sox	0	0	0	2,500 8oz cans
Northeast	Philadelphia	August 13th	Baseball: River Sharks	384 8 oz cans	360 8 oz cans	432 8oz cans	696 8oz bottles
West	Sacramento	August 14th	Baseball: River Cats	0	0	0	2,520 8oz bottles
Central	Milwaukee, WI	August 20-22	Milwaukee Domes Art Festival	1,560 cans	1,560 cans	1,560 cans	2,250 bottles
Central	Chicago, IL	August 21-22	North Side Summer Fest	1,680 cans	1,680 cans	1,680 cans	2,500 bottles
Southeast	Salem, VA	August 22nd	Baseball: Red Sox	0	0	0	2,000 8oz cans
Southeast	Richmond, VA	August 23rd	Baseball: Flying Squirrels	0	0	0	3,750 8oz cans
West	Sacramento	August 27thh	Baseball: River Cats	0	0	0	2,520 8oz bottles
Southeast	Atlanta, GA	August 28-29th	Summer Shade Festival	2,280 cans	2,280 cans	2,760 cans	8,640 2 ounce samples
Southeast	Richmond, VA	September 3rd	Baseball: Flying Squirrels	0	0	0	3,000 8oz cans
Southeast	Salem, VA	September 4th	Baseball: Red Sox	0	0	0	1,680 8oz cans
Southwest	Independence, MO	September 4th	Santa Caligon Festival	1,968 cans	2,160 cans	2,280 cans	10,560 2 ounce samples
Southeast	Richmond, VA	September 5th	Baseball: Flying Squirrels	0	0	0	3,000 8oz cans
Southeast	Kennesaw	September 11th	Taste of Kennesaw	864 cans	864 cans	864 cans	2,976 2oz samples

Region	City	Date	Event Name	Number of Sparkling Apple Samples Distributed	Number of Sparkling Berry Samples Distributed	Number of Sparkling Orange Samples Distributed	Number of Nesquik Chocolate Milk Samples Distributed
Northeast	Philadelphia	September 19th	Baseball: River Sharks	312 8 oz cans	504 8 oz cans	504 8oz cans	912 8oz bottles
Southeast	Charlotte	September 23rd	Festival in the Park	4,800 8oz cans	4,800 8oz cans	4,800 8oz cans	8,000 2oz samples
Southeast	Maryland	September 23rd-26th	Sunfest	7,296 2 oz samples	7,296 2 oz samples	7,296 2 oz samples	13,800 2 oz samples
Northeast	NYC	September 25th	17 Annual Upper Broadway Autumn Festival	600 8oz cans	600 8oz cans	600 8oz cans	1,500 2 oz samples
Southeast	Georgia	October 2-3rd	North Georgia State Fair	1,728 cans	1,728 cans	1,728 cans	5,760 2 ounce samples
Northeast	Boston	October 23-24th	Pru Boo	2,304 8 oz cans	2,304 8 oz cans	2,304 8 oz cans	7,200 2 ounce samples
Southeast	Sarasota	October 29-31st	Sarasota Pumpkin Festival	5,184 8 oz cans	5,184 8 oz cans	5,184 8 oz cans	5,250 8 oz bottles
West	San Francisco	November 22nd	Union Square Ice Rink	672 8 oz cans	672 8 oz cans	672 8 oz cans	2,016 8 oz bottles
TOTAL				82,528	80,746	84,240	347,083

THAT’S A TOTAL OF

594,597

SAMPLES DELIVERED