



Measuring the sampling experience of Pilsner Urquell
using iPick SMS research

Background to the project:

From March to May 2011 Richmond Marketing commissioned iReach to perform SMS research on Pilsner Urquell sampling participants using iReach's new iPick mobile research service.

Objectives:

The aim of the project was to measure the effectiveness of Richmond's free samples of Pilsner Urquell which were given out to pub-goers in Ireland, by finding out if the samples made a favourable impression and created an intention to purchase the product over a period of time after initial sampling had taken place.

Methodology & execution of research:

Participants were asked to provide their mobile phone number and some basic personal details for the purposes of the study.

In wave 1, respondents were sent an SMS 2 or 3 days after sampling had taken place asking how much of the product they consumed on the night of sampling, how much

they enjoyed their free sample, and how likely they were to try Pilsner Urquell again in the future.

In wave 2, respondents were sent an SMS 4 weeks after sampling asking on how many occasions they had drunk Pilsner Urquell since the sampling night and how likely they were to drink it again in the future.

Results:

Results of the study were very positive and justified Richmond's use of the free sampling campaign:

35% of respondents indicated that they were very unlikely to have tried Pilsner Urquell if they hadn't received a free sample

73% of wave 2 respondents had drunk Pilsner Urquell on at least 1 occasion in the 4 weeks since product sampling

26% of respondents will definitely drink Pilsner Urquell again in the future

31% enjoyed their free sample of Pilsner Urquell a lot

