



EXPERIENTIAL

# TAKEOUT SAMPLING PLAN

02.10.21



# THE ASK

Create an efficient turn-key sampling program that supports the On Premise while giving consumers that are self quarantining a tangible benefit.

# **TAKEOUT COCKTAIL SAMPLING**

# THE INSIGHT

Consumers around the United States are mostly relegated to outdoor dining and takeout. With Winter in full swing in most of the country, there is an opportunity for brands to support the On Trade while giving consumers a great surprise.

In order to provide some much-needed relief to restaurants and their workers it is now permissible in most jurisdictions for carryout and delivery orders to be accompanied by alcoholic beverages.



# THE PLAN

Our Take Out Sampling events work very much like normal sampling events. Each account is provided with a predetermined, featured cocktail, event spend, and SWAG.

As consumers order their takeout, they will be able to add a complimentary sample cocktail (or two) to their order.

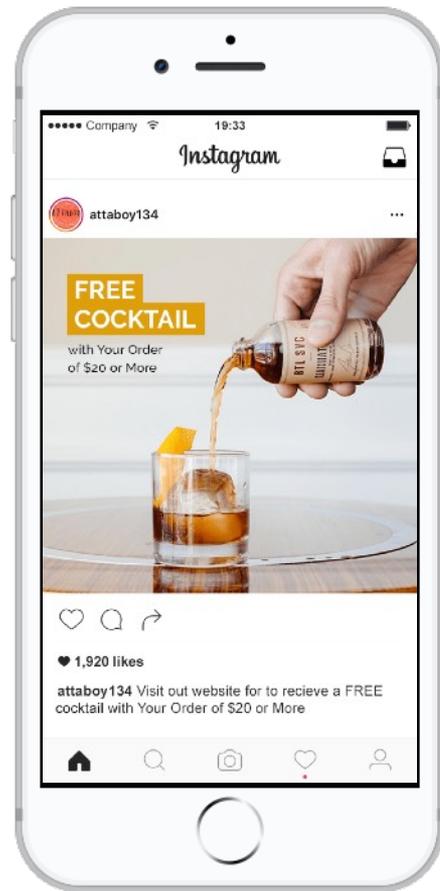


# EXECUTION

Upon arrival, our Sampler (can be in-person with PPE or remote) will review the featured cocktail with the account's manager and bartender. They will also review use of the one-time sealed containers.

As orders are placed, a visual or auditory trigger will alert consumers to the promotion. Consumers will be eligible for a complimentary, featured cocktail based on a pre-determined spend – "buy \$20 worth of food, get a complimentary cocktail courtesy of your friends at Brand X".

At the end of the promotion (2-3 hours) our ambassador will settle the tab for the number of cocktails served plus a 20% tip for the bartender.



# COMPLIANCE

Soho has built-in checks and balances to ensure that the program is compliant.

- Live Soho promotional staff deliver the sampling vessels and collateral to accounts day of the event.
- Promotional staff witness event virtually or live depending on brand and account preferences.
- Consistent with Soho standard ways of working; once the account spend has been completed, promotional staff pay the tab and receive the itemized receipt from the event.



# EDUCATIONAL CONTENT

## INSERTS

With each order, we create a post card style educational piece. This graphically engaging piece conveys the key points about the brand, the cocktail and any inspirational content we feel the brand should own in this trying time.



## DRIVE TO WEB

We can also include a URL or QR code right on the cocktail package that drives consumers to a pre-existing webpage or Soho will create a customized microsite that educates and inspires.



## AUGMENTED REALITY

Some brands opt to create something truly memorable in a time when consumers are looking for novel content. Soho works with its team of developers to create custom content or repurpose existing content to be activated via WebAR and mobile device. Each AR experience thoughtfully conveys the brand story and other inspirational content in a truly unique fashion.



# THE BENEFITS

Takeout Sampling represents an opportunity for our clients.

- Introduce consumers to your brand
- Support our accounts during an prolonged difficult time
- Support displaced account staff
- Provide a value through the intrinsic enjoyment these cocktail samples provide
- Provide safe and novel content to consumers suffering caution fatigue
- Build your database through interactive data capture
- And the perfect opportunity to ease the financial burden consumers may be feeling



**THANK YOU**



**EXPERIENTIAL**