



"We were very excited about the Ziploc bags with the Box Tops logo, and have seen an increase since the parents got them. Thank you so much. We all really appreciate it."

Carol Sutton,
Butler Middle School,
Lowell, MA



Ziploc

Innovative sampling program boosts sales and increases awareness with engaged moms

The Challenge

Ziploc was looking to drive sales during the back-to-school season and increase awareness of its participation in General Mills' Box Tops for Education program, which has now contributed more than \$800 million to America's schools.

The Solution

School Family Media's Back2School program provided Ziploc with the perfect opportunity to connect with Ziploc's core demographic—moms with kids—through their children's schools. Ziploc provided a sample of its resealable quart-size bag, customized with a Box Tops for Education sticker. Inside the sample bag were two high-value coupons for Ziploc products and an announcement that every Ziploc-brand package would contain two box tops during the back-to-school season.



PTO and PTA leaders handed out 500,000 samples and coupons directly to moms at back-to-school family events nationwide, reaching families in a relevant and meaningful way. Moms were encouraged to use the bag to collect box tops and to purchase Ziploc products to support their schools.

Results

Ziploc's samples were handed to moms by trusted mom peers during school-family events, carrying the implied endorsement of both the school and the PTO and PTA leaders. The moms attending the events were highly receptive to both Ziploc's samples and coupons, and conversations surrounding the program generated word-of-mouth recommendations and brand goodwill. An independent follow-up survey of parents confirmed the success of this targeted sampling program:

- **92%** intended to use the Ziploc sample.
- **99%** were very or somewhat likely to purchase Ziploc-brand products in the future.
- **88%** said that knowing Ziploc participated in Box Tops for Education would make them choose that brand over others.

Ziploc was so pleased with the results that it expanded the program, growing the sample size to 1 million in just a few years.

Increased sales and brand awareness for Ziploc? It's in the bag.

