

# **Tryvertising: A New Marketing Mindset**

## **Freevertising for Trysumers**

**A White Paper**

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### **Understanding the New Mindset**

**T**ryvertising is a marketing approach that breaks through the clutter of the multiplicity of archaic message-based advertising that floods consumer consciousness. It is a marketing mindset with the potential to successfully replace or augment mass media advertising campaigns. It is evidently a natural fit for both the consumer and the corporation. Instead of being the third party in an advertising campaign to receive the message from the actor/actress, the trysumer, as she is now called, can become familiar with the brand by actually trying it out. This puts the consumer in closer contact with the corporation and opens up possibilities for authentic communication and relationship building between the two.

Although the term, Tryvertising, is a new one coined by *Trendwatching.com* in 2005, this innovative marketing approach is not. It is an established marketing phenomenon in the US and elsewhere. Since the early 1900s, companies have created ways to circumvent the mass media in their effort to introduce the end user to their brand or new product. Anchored on the concept of “free”, tryvertisers created opportunities to distribute their products or services, free of charge, to their consumers in the hopes of gaining their loyalty to the brand. It was William Kellogg, in the early 1900s, who began a “Wednesday is Wink Day” campaign in which he distributed free samples of Corn Flakes. His message: “Wink at a grocer on a Wednesday for free sample”.

With slipping market shares, manufactures and retailers alike are in the market for a new approach to marketing. They are willing to defy existing mindsets in their quest to regain a foothold. Today, Tryvertising is steadily creating its own niche as the marketing approach that responds well to our overcrowded marketplace that is strongly impacted by the economic downturn. It continues to gain popularity among both consumers and marketers, some of whom have been known to shift their budgets from mass media marketing to the tryvertising marketing approach allowing the now jaded, experienced, discriminating consumer to “try before she buys”. This has created an inevitable shift in mindsets and a parallel ripple effect in business models and the economy.

Tryvertising is emerging as part of a full-fledged economy called *Freeconomics* where consumers are given something for free now in order to get them to buy at a later date. Tangible and intangible product profits are delayed in the hopes of enjoying ample returns on investment from the distribution of “free” products and services.

## **Neo-Tryvertising and Today's marketplace**

Piers Hogarth-Scott, co-founder of Yooster, a Word of Mouth research company aptly describes Tryvertising today as “sampling on steroids”. It is not the good old-fashioned sampling by sample distribution. Rather, based on the fact that sample distribution does not always lead to trial, this new marketing mindset strategically combats the traditional method of placing product samples of shampoos and other products in the Sunday papers or magazines or product distribution in malls and other places of consumer contact. It, in essence, is a “new breed of product placement” where timing plays a critical role in getting the products in to the hands of consumers and encouraging them to try them out. In this way consumers can make up their minds based on their product experience, not on advertisers' messages. It, however, works best when a consumer gets a product sample at a time he is most likely to try it and to then associate the trial with unforgettable memories of the experience. In this way, there is an increased likelihood that the trysumer makes up her his/her mind about the product based on experience and not on a message.

This innovative marketing approach is anchored on compelling research results that suggest that “if you get a consumer to try your product, there is a good chance that he/she will go out and buy it.” More specifically, results show that 80% of consumers will try “tryvertising-placed” products. Of those, 25% will buy the product at least once and many will continue to use the product for a longer period if they had a positive introductory experience. Together, these results underscore the need to find ways to ensure that the consumer actually tries your product and becomes familiar with the brand without being coerced to do so. Equally important is the imperative to create a sampling environment in which the trysumer will have a positive first experience with the brand.

Neo-tryvertising, then, must address research results that underscore the salience of the sampling experience in the purchasing decisions of the trysumer. Of great importance in Tryvertising is the quality and relevance of the sampling environment. It then becomes imperative to create physical, psychological, social and relevant spaces in which the trysumer can be immersed in the brand. The mission is to get the brands into their hands and to allow them the opportunity to develop a relationship with them in a way that increases brand loyalty. This means hitting the target and getting them to actually use the product in a relevant and welcoming environment. Placing products in the mail, magazines or newspaper or even at POS stands does not guarantee its use by the consumer.

## **Relevance, Timing and Environment: Some Examples**

Lessons can be learned from companies that have used insightful Tryvertising strategies. Some luxury carmakers, for example, have partnered with hoteliers to introduce their guests to new car models during their stay. The absolute need for transportation while on vacation deems the sampling of the luxury car relevant, and what better environment in which to test this product

but in the relaxing comfort of a vacation? Nike uses yet another insightful Tryvertising strategy. The company has set up lounges in warm-up areas for running events where competitors are able to test out the company's shoes. The relationship between a successful warm up and winning a race is of utmost importance to a runner making this a well timed and relevant strategy. Another interesting example of the appropriate mix of relevance and a quality environment is the strategy used by the condom brand, Trojan. This company has enlisted the aid of taxi drivers to distribute its product to customers who they perceive may need it later on. Kudos to the barber who captured relevance and environment as he picked up his chair, on a slow day at the shop, took it to the local pub and offered patron free haircuts in the pub over beers with their buddies. His business benefited greatly from this tryvertising strategy.

### **Tryvertising Research: A New Breed**

In search of authentic research results, marketers are turning to the new breed of research that capitalizes on the innovativeness and naturalness of the Tryvertising mindset. Having settled for the traditional qualitative and quantitative traditional research methods that include the focus group, the questionnaire, and the interview, among others, the new wave of market researchers are in the market for a methodology that increases the validity and reliability of their research efforts. Tryvertising research methodology seems to be the response to this need.

By providing an appropriately designed testing environment, trysumers test products for as long as they need to and respond to survey questions designed to solicit their perceptions about the product. They are then given free products that they have tested to take home to discuss and share with friends and family. In this win-win research approach, trysumers have an opportunity to participate in the product design process and to receive products that are not yet on the market. This increases their sense of ownership and consequent brand loyalty if and when the product makes it to market. The advantages for the company are profound. The cost-saving benefits of this research approach are evident. As they generate authentic feedback from their target publics who have actually tried their products, they are better able to adjust their product design or features based on their feedback. The simultaneous benefits of gathering authentic data and the increased likelihood of gaining brand loyal customers in the research process are unsurpassed by any other marketing research method.

### **Conclusion**

Tryvertising is the new marketing mindset that situates the consumer at the core of the marketing arena. It is more effective than traditional approaches because it directly targets end users thereby establishing a relationship between them and the companies for whom they test. It is a new way to replace mass advertising and to complement other marketing methods. Used as a research tool, it authenticates the results received from trysumers as it allows them to evaluate the product and provide honest feedback on its features. To maximize the benefits of the tryvertising experience, the new breed of marketers need to pay very close attention to the relevance of the testing for the trysumer and the quality of the environment within which the testing takes place.

Embracing Tryvertising means embracing a new marketing mindset and Freeconomics, an emerging economy based on the “try now to buy later” approach of the tryvertising mindset.

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