



Teen & College Sampling 2020

Reach 20,000 Teens & College Students

Did you know that 80% of all females ages 13 to 21 say shopping is their favorite hobby? College students spend over \$15 BILLION on personal care & beauty products.

Get your products into the hands of this young consumer age bracket, and gain loyal customers for years to come.

Sample bags will be placed on female dorm doors of 5 colleges in close proximity to all 3 major drugstore chains and top 2 mass merchandisers, as well as distributed at exits of 5 popular teen concerts such as Kacey Musgraves, Shawn Mendes, Jonas Brothers, The Chainsmokers and Carrie Underwood.*

* Artists may change; subject to availability.



Program Options & Costs:

Sampling ONLY Option - 20,000 Bags
Cost: \$5,800 + 20,000 samples

Coupon* ONLY Option - 20,000 Bags
Cost: \$3,800

SAVE! Sampling + Coupon* - 20,000 Bags
Cost: \$8,800 + 20,000 samples

*Coupon redemption not included. **NOTE:** Costs do not include sales tax.

SIGNUP DEADLINE 4/20/20

SAMPLES DUE 6/5/20 | ARTWORK DUE 5/4/20



Sample Distribution Dates:
July – December 2020

Program Details:

- ✓ 20,000 Sample bags distributed to teens exiting 5 major concerts, and placed on female dorm doors of 5 colleges with proximity to all 3 major drugstore chains
- ✓ Vendors ship to CosPro Agency's warehouse, where samples are collated in custom drawstring bags
- ✓ CosPro Agency ships direct to the venues and provides street teams and event management

Requirements

- ✓ Individual sample size must not exceed 2 oz. in weight
- ✓ Coupons* may be substituted for a sample
- ✓ Breakable items must be inside bubble wrap
- ✓ Saleable items must have barcodes covered with 'not for resale' label
(CosPro Agency can provide this service for \$.10 per sample)