

Press Release – For Immediate Release

Targeted, Packaged, Branded and Headed for Home:
From Philly, with love: The BrandShare.us story

The proof is in the product samples, shipped to 62 million e-commerce buyers monthly, courtesy of the world's first (and largest) e-commerce media and product sampling network

The challenge: Helping brands reach their target audience of prospective buyers, in scale.

The solution: Product or samples tucked into 62 million e-commerce packages from FedEx, UPS, USPS.

BrandShare.us: Here's those towels you ordered. How'd you like that shampoo and conditioner sample?

The [Walmart Beauty Box Is Here!](#) The latest beauty products, from the most-trusted brands.

[NEW YORK, NY and PHILADELPHIA, Pa. – March 15, 2017] Doug Guyer and his team at BrandShare.us know home is where the heart is. It's also ground zero – the Promised Land – Utopia and Shangri-La, all rolled into one - for the great American marketing apparatus looking to break down the front door and make a sale.

But, why such a harsh entrance? Can't marketers, manufacturers and moms all get along?

Yes, they can, and BrandShare.us (www.brandshare.us) has spent the past 30+ years proving it to the biggest names in American business.

The welcome mat is down and the front door swings open in the commingled space where affinity marketing meets product sampling, where like-minded interests converge with synergistic lifestyle networks. Enter the expertise and the experience of BrandShare.us, creator of the world's first and largest e-commerce media network, a company deftly tucked behind 62 million packages shipped monthly on behalf of almost 800 e-commerce retailers,

The Most Effective Marketing for Brands: Product Sampling

BrandShare.us has perfected the imprecise art/science of helping brands reach their target audience by giving people what they want, in the friendliest confines imaginable, at their own pace.

The bailiwick of BrandShare.us is breaching the U.S. household beachhead daily, where consumers are most likely to touch, taste, feel, wear, smell and share new products. The goods, offered as unique retail touchpoints, emanate from a portfolio of premium e-commerce retailers approaching 800 e-retailers, from companies such as RueLaLa.com, Walmart.com, Zulily.com, Gilt.com, BedBathandBeyond.com, NewEgg.com and Forever21.com.

The BrandShare.us ethos is based on the simple yet effective practice of product sampling, executed on a highly personal level, supported by massive economies of scale built since the catalogue-happy days of the early 1980s. The numbers offer indefatigable proof: 97+ percent will try a BrandShare-emanating product sample; product conversion will happen between 14-32 percent.

“We’re activating consumers by enhancing the open-the-box experience. Who doesn’t love a surprise? It’s Christmas in July as soon as you see that package on your porch,” Guyer said. “Brands can build loyalty in many ways. The best, and most effective route, encompasses product samples, incentives and branded content.

“We’re reaching actual shoppers, vs. viewers or readers, who are extremely comfortable buying via e-commerce,” Guyer says. “We now live in an e-commerce economy. The year-over-year growth for e-commerce vs. traditional retail can no longer be ignored.”

Building a Proprietary e-Commerce Media Network: BrandShare.us

The BrandShare.us mojo is achieved through an integrated system that sources brands nationally for products and product samples. Retailers are presented with “the opportunity,” in BrandShare.us parlance, crafted by BrandShare.us creative, production, fulfillment, distribution and management.

At its core, BrandShare.us is a sales procurement agency filtering products and product samples, branded collateral and incentives through 44 distinct networks, unique lifestyle segments providing a specific demographic/psychographic mix. The crown jewel of the company, from an advertiser’s perspective – the data, research, insights and expertise – is the original and proprietary BrandShare.us e-commerce media network, built over three decades of industry relationships and brand success stories.

It’s a journey 33 years in the making, born in suburban Philadelphia, launched as a means to help retailers generate additional cash out of their catalogues.

“In the early to mid-1980s, catalogues *were* e-commerce. It’s all we had,” said Guyer. The first break for BrandShare.us came from a pilot program with Tylenol. Upon early success, BrandShare.us soon found itself shipping four million Tylenol samples and coupons to reach America’s weekend warriors, returning to the Monday-morning office from their prospective battlefield(s) in search of an antidote. Similar stories abound in the halls of the HQ outside Philly and in the New York satellite office, and throughout the BrandShare.us regional network of sales offices in Dallas, Chicago, Denver and Los Angeles.

Testing, Testing: Brand Loyalty

Guyer is a man with a simple plan: to help brands take over the world, one perfectly-targeted, warmly-greeted, home-opened sample at a time. “From an ROI standpoint, there is no more efficient advertising vehicle for new customer acquisition,” he says.

Guyer’s quest, and company, was launched decades before “start-up” became an everyday term, with his father, as International Direct Response, also known as IDR Marketing Partners. That company has morphed into BrandShare.us, as its brand-friendly, consumer-sharing mission and business model emerged.

The halo strategy cobbles together a holy triumvirate of brands, retailers and networks:

- Who better to introduce new skin care products to than a target audience of appearance-conscious women? Apparel and accessories are only part of her “get-ready” routine. Great skin is the first layer; Olay knows this well. Partnering with Olay and DSW.com, among other fashion e-commerce retailers, brought the brand’s skin care product directly to the women who are most likely to try, then buy;

- Cookies and kids: has there been a better pairing, anywhere? [Otis Spunkmeyer](#), a baked-goods manufacturer, was looking to target moms with children to try some new raisin cookies. Perfect partners were found with Zulily.com and an array of e-commerce retailers already serving that family-friendly segment;
- Customers cruising the upscale [BrooksBrothers.com](#) site are a synergistic fit for the array of men's grooming products offered by The Art of Shaving. "A premium shaving starter kit, for someone interested in premium men's fashion products," Guyer says. "That's the heart of the BrandShare.us mission. It could be 50,000 samples, or 20 million."

The fruits of the 33-year relationship between BrandShare.us, its brands, retailers and networks are prodigious: the biggies are four current sample box/bag campaigns for Walmart: the Walmart Baby Box, Walmart Beauty Box, Walmart Online Grocery Welcome Bag and Walmart Back to College Bag. The Caregiver Box and New Mom's Box are executed for Sam's Club. The ShopRite from Home Thank You Box offers grocery samples and surprises to the first 25,000 online customers every month. The advent of the Walmart subscription, marketing and loyalty sample boxes at BrandShare.us represents a growth opportunity for other brands.

"Here's the bottom line: we have distributed more than 720 million samples and premiums, and over 1.8 billion inserts, coupons and collateral. We know they work. The campaigns are accountable. And the people on the receiving end?"

"The consumers really appreciate the chance to try a new product, at no cost, before they buy the full-sized SKU," Guyer adds. "You must attract people where they live, where they are the most comfortable, and that's in their homes. That's where our product trial rate is almost at 100 percent. That's also where you'll find the true test of brand loyalty: will somebody try it in private?"

By the Brand: The Metrics of Success

The future strategy for BrandShare.us places a strong emphasis on growth as e-commerce plays an increasingly larger role in a brand's future success. Along with the rollout of its e-commerce digital media arm, BrandShare.us is uniquely qualified to help brands capitalize on the marketing opportunities that e-commerce holds for them.

"We've grown with the CPGs, as well as attracted non-endemic advertisers like Disney and GEICO. The CPG brands have understood what we do, how we do it – they understand that if they are not in the e-commerce game, they are automatically giving up several market share points to their competitors who are, and those percentage points grow every year," Guyer said. "As such, our clients stay with us 93-94 percent of the time, year after year, based on their metrics of success."

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ABOUT BRANDSHARE.us: BrandShare.us (www.brandshare.us) brings history, scale and expertise in e-commerce sampling and advertising, supported by a tradition of B2C engagement through e-commerce distribution. Based in Philadelphia, with a satellite office in New York and regional locations in Dallas, Denver, Chicago and Los Angeles, BrandShare.us has delivered more than 720 million samples and more than 1.8 billion inserts, coupons and branded collateral. Founded in 1984 by President and CEO Doug Guyer, BrandShare.us is proud to engage partnerships with Procter & Gamble, Unilever, Kimberly Clark, Beiersdorf, 3M, WalMart, Clorox, and Kao Brands, etc.

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