



From Trial to Trust:

Building real brand loyalty in 2025

powered by





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The data source.

Connecting brands and consumers isn't just what we do - it's who we are.

With exclusive, unrestricted access to a home grown community of more than 1,000,000 UK consumer profiles, we're constantly uncovering valuable insight in the quickly evolving world of FMCG.

1,754,250+

Questions answered every month
for leading FMCG brands

- Logos featured are owned by the respective brands -





Global disruption in FMCG.



The biggest brands are losing market share to YouTube celebs.

There are 3 key takeaways from what we've seen and what we've learned...

- 1.** Nothing is irreplaceable.
- 2.** Brand awareness won't save you.
- 3.** Brand loyalty is everything.





10,281 UK consumer focus group

60%

Unaided brand awareness
% of consumers who said Cadbury when asked what chocolate brands come to mind (no prompt).

78%

Brand influence vs challenger
% of consumers who said they would rather try NPD from Cadbury than from Mr Beast Feastables.

↓ 20%

Brand loyalty vs challenger
% of consumers who first thought of Cadbury but then chose to try a new product from Mr Beast Feastables.

Data based on 10,281 sample size - data collection 12/03/2025 - Tryit UK consumer panel.



10,281 UK consumer focus group

0.1%

Unaided brand awareness
% of consumers who said Mr Beast Feastables when asked what chocolate brands come to mind (no prompt).

22%

Brand influence vs leader
% of consumers who said they would rather try NPD from Mr Beast Feastables than from Cadbury.

↑ 20%

Brand loyalty vs leader
% of consumers who first thought of Cadbury but then chose to try a new product from Mr Beast Feastables.

Data based on 10,281 sample size - data collection 12/03/2025 - Tryit UK consumer panel.



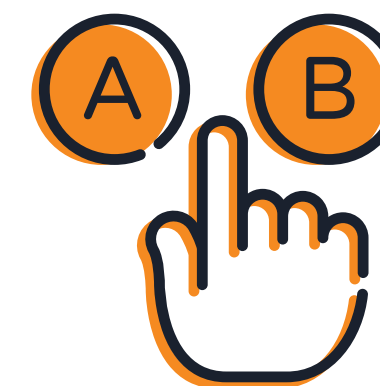
Why brand matters in 2025

Product quality and price aside, brand strength has historically been the most powerful way to develop loyalty and influence choice. In today's digital landscape it's even more important - as a strong brand is just about the ONLY way to drive truly organic sales.

Without organic sales, you're fully reliant on using paid, performance media to generate results.



**Build
loyalty**



**Influence
choice**



**Organic
Sales**



Times have changed

Consumers have more choice than ever in 2025, and with a sea of brands competing for the same attention, paid media is getting much more expensive and much less effective! The power of brand loyalty has never been more important and more valuable.

2015

2025

£3.76

UK Average CPM on Meta

£8.15

UK Average CPM on Meta

1.5%

UK Average CTR on Meta

0.9%

UK Average CTR on Meta

Beating bigger budgets

It's not uncommon to see modern brands focus their entire growth efforts toward paid performance media - neglecting brand building all together. But even the biggest of budgets can't protect themselves from the incoming wave of new-age internet celebrities.

Idolised by astronomically large, ultra engaged online fan bases, these highly entertaining, content generating machines effortlessly outperform the media spend of the major brands on every channel - disrupting any category they choose to enter, whilst spending £0 on paid media.

2,000,000,000+

Organic views for Mr Beast content - every 30 days

£0.00 CPM

It's become increasingly difficult for Mr Beast to find paying sponsors on his content because in most cases brands would have to spend their entire annual marketing budget just to meet a fair price for the huge reach.

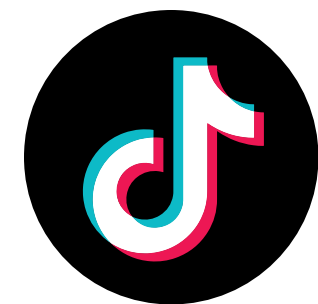


2.5 billion +

Total no. of followers for Mr Beast across all social media.

< 2.5 million

Total no. of followers for Cadbury across all social media.



TikTok

63%

% of consumers that
used TikTok in the
last 30 days



YouTube

68%

% of consumers that
used YouTube in the
last 30 days



Instagram

79%

% of consumers that
used Instagram in
the last 30 days





Bidding for attention

Without a solid strategy to nurture deeper connections and build a stronger brand, the undisrupted time at the top for any high flying FMCG brand is limited.

A bigger budget to bid for a few more seconds of attention is not the answer. Brands need to explore new ways to engage their target audience on a more meaningful level - one that deserves more attention and builds the foundation for real brand loyalty.



2.5 seconds

Average view time
for TikTok video



18 minutes

Average view time
for Mr Beast content

Understanding brand loyalty

Research shows there are 3 major factors that play a leading role in how consumers develop loyalty to an FMCG brand - beyond product quality (74%) and price (33%).

Interestingly, all 3 are based on feelings...

31%

Feeling the brand fits well with their lifestyle

27%

Feeling the brand is well respected amongst peers

20%

Feeling the brand connects with them on a personal level





The impact of brand loyalty

Nurturing brand loyalty is nurturing a less vulnerable position in the market. You'll rely less on winning the paid media battle, you'll be less exposed to disruptive new challenger brands, and you'll see more consumers organically choose your products - much more often.

The deeper the connection the deeper the loyalty, and in turn, the higher the life time value.

AOV ↑

Average order value

LTV ↑

Life time value

Project goldfish

So, to make a deeper connection brands must find a way to cut through the overcrowded sea of digital noise and fully capture the extremely limited, constantly declining attention span of the modern day consumer.

You wouldn't be the first to suggest that this is much easier said than it is done!



The average video view time on TikTok is now lower than the memory span of a goldfish.



Cutting through the noise in 2 steps

1. Where



Focus on creating real connections in the consumers' most receptive environment.



2. Who



Double down on targeting efficiency to connect with those who'll value you most.



The comfort of home

It shouldn't surprise any expert in FMCG to hear that the best place to connect with a consumer on a deeper, more meaningful level, is at home.

Reconnecting with the principles that built the FMCG powerhouses of the past is a nice starting point. You know, real authentic engagement - out there in the real world. Yes, we're talking about sampling - **But not just any form of sampling!**

Experience matters - more than ever. A carefully crafted, highly engaging, deeply educating brand experience is the difference between building real brand loyalty and collecting dust in the cupboard.

Hyper targeting

Delivering the ultimate brand experience in the comfort of home is only half the battle - you need to be sure you're reaching the right consumer too.

In 2025 you can hyper-target in-home sampling experiences toward consumers with specific lifestyles that align with your brand. You can create personal connections not possible on TikTok, and foster real advocacy to improve reputation.

Yes - the very same 3 major factors that influence how consumers develop FMCG brand loyalty.



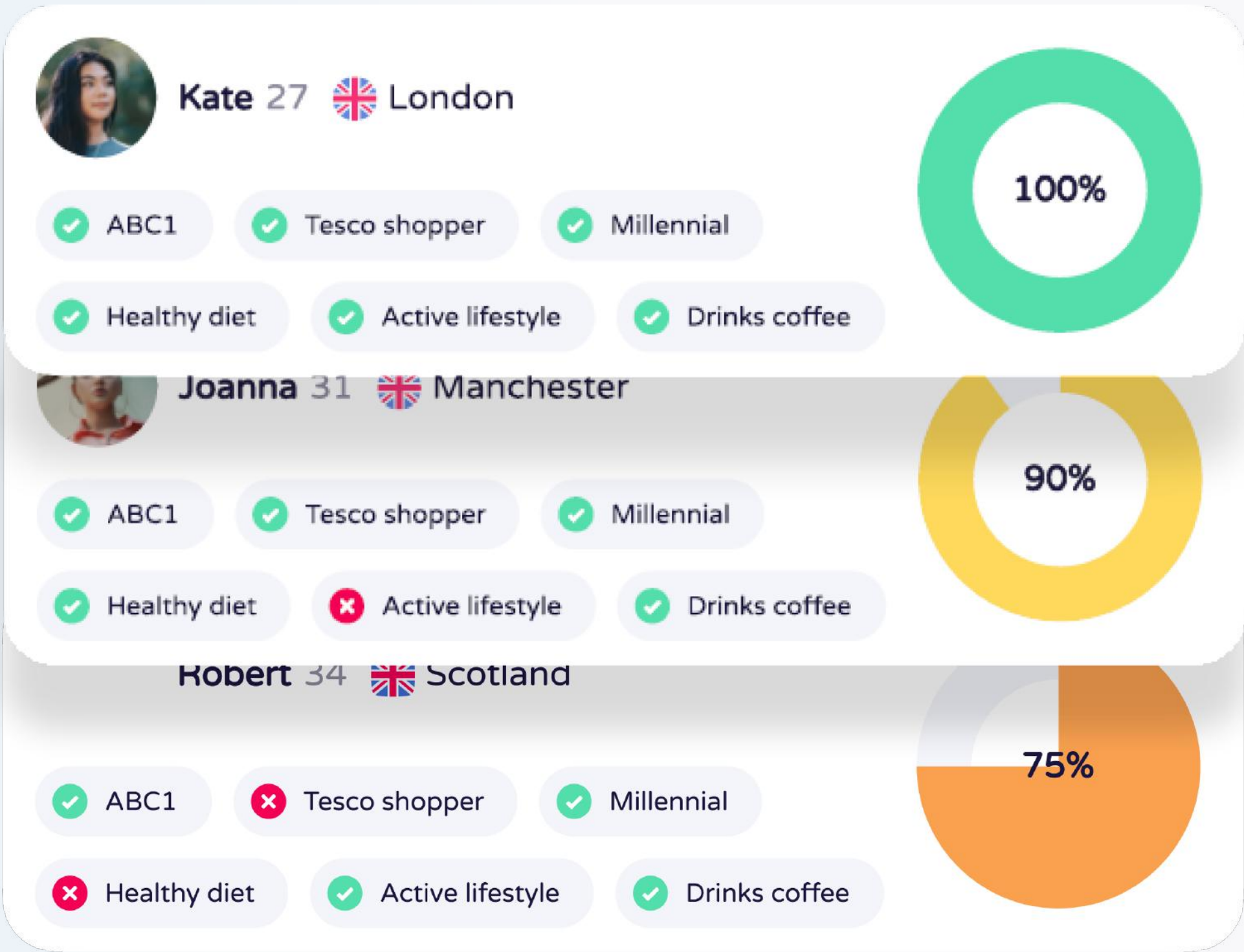
Lifestyle
fit



Peer to peer
Reputation



Personal
Connection





A turnkey solution

Sample Smart offers a pre-built framework for Performance Sampling - powered by a home grown community of more than **1,000,000 UK consumers**.

The solution is designed to engage the ideal target audience with the ultimate in-home, brand experience - building real brand loyalty that lasts.



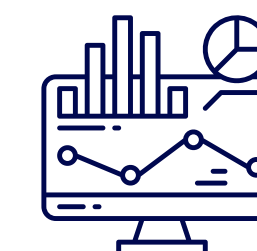
Hyper targeted audience



In-home Education



Results focused



Fully measurable



Reviews 60,303 • Excellent





Ready to build brand loyalty?
Let's do it together.

Learn More

powered by

