



# ASTUS

UK

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## Product sampling in an image conscious world

Since 2004, Astus has purchased over £500k of alcohol and carefully sampled it at some of the most prestigious events in the country. From exclusive sporting events, indie music nights and star-studded awards, everyone from David Beckham to Peches Geldof has been pictured drinking our clients' product.

It may have been free for the showbiz luvvies but our clients got paid!

### Key Benefits for the client

- Free Brand Exposure/ Sponsorship opportunities in an unrivalled environment
- Astus buys the product that is sampled by providing media space
- More cost-effective advertising

### How was this possible?

1. We bartered their media (and created a margin!)
2. The media was the same price and quality as normal
3. The clients paid 15% of the media cost in alcohol
4. The beer was traded onto the events

### Other clients suitable for this type of deal:

- Beer, Wine, Spirit companies that have high profile brands
- Luxury Goods (Watches, Jewellery, Leather products etc.)
- Designer items (clothing, sunglasses)
- High End Foods (Chocolates, Cheeses, Meats)

### How would other products be used?

- Wine and spirits would be official suppliers to events and gain sponsors opportunities.
- Luxury Goods are often used to incentivise key individuals at very upmarket events. E.g. at the Dolce Vita Monaco Ball for example, where tables cost £30k each, the head of each table was given a £1,000 watch. These high end events are perfect for even the most exclusive international brands.
- Designer items are often used in goody bags at appropriate events where the client wishes to reach their target decision-makers.
- Upmarket foods can be included within the menus for the evening offering an excellent branded sampling opportunity to carefully selected individuals.

### What type of events do Astus supply product for?

- This all depends on what the product brief is. A tailor made schedule of events will be put together to meet the particular objectives of your client's brief.
- Here is a sample of some of the hundreds of events where our client's products have been sampled:
  - MOBO Awards • Diesel U Music Awards • O2 Wireless Festival • Diesel Glastonbury tent • Total Film Party
  - PFA Players Party • Lee Hendrie Testimonial • NABS 5-a-side football tournament • Saracens pre-season BBQ
  - Stuff Magazine party • Spotlight Product Placement • Sports Industry Awards

