

WHY

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4 QUESTIONS TO ASK BEFORE YOUR NEXT CONSUMER ACTIVATION

How well do you really know your Quebec consumer?

How do you currently measure the real impact of your demos or sampling activities ?

Beyond product sampling, what are you actually learning about your consumers ?

What if you could understand what drives interest and what creates barriers to purchase ?

Traditional Demo

- ✗ Broad reach with limited visibility into who engages with your product
- ✗ Brief interactions with often rushed customers
- ✗ Mainly limited to retailers and a single discovery environment
- ✗ Product interaction often ends at the moment of tasting
- ✗ Limited understanding of what influences purchasing decisions
- ✗ Short-term visibility with difficult-to-measure outcomes

OZWAY

- ✓ **Discovery-focused environments:** connect with consumers in settings designed for product discovery
- ✓ **Key moments:** engage when consumers are more open to discovery
- ✓ **Multi-environment presence:** retailers, wellness locations and targeted events
- ✓ **Extended brand engagement:** consumers have more time to discover and connect with your brand
- ✓ **Consumer intelligence:** understand interest, motivations and barriers
- ✓ **Measurable impact:** support brand awareness and actionable consumer insights

WHY OZWAY?

- ✓ Presence across retailers, wellness locations and targeted events
- ✓ Brand discovery: deeper consumer engagement beyond a brief interaction
- ✓ Structured consumer feedback through interactive QR engagement
- ✓ Consumer interest and purchase intent insights
- ✓ Insights into motivations and purchase barriers
- ✓ Direct access to your website
- ✓ Discovery Bags promoted through retailer newsletters and website exposure
- ✓ Outside retailer distributions: where-to-buy information

Ready to turn consumer experiences into growth opportunities?

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