

ripple
STREET

&

BUD
LIGHT
SELTZER

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Chatterbox 
case study

Ripple Street Drove More than 6,100 In-Home Trials and 174% Increase in Purchase Intent for Bud Light® Seltzer

THE CHALLENGE

Bud Light® Seltzer, Bud Light's newest line of fruit-flavored hard seltzers, wanted to drive reach and awareness, generate new product trials, and increase purchase intent in key target markets.

Bud Light® Seltzer partnered with Ripple Street, the leading in-home consumer engagement solution for brands and their agencies, to help Bud Light® Seltzer achieve their objectives quickly and at scale.



Ripple Street's program achieved outstanding results for Bud Light®

33%

Increase in Volume per Store Selling

6,100+

Product Trials generated by Chatterbox participants

13,800+

Social Media Engagements

174%

Increase in Purchase Intent

220%

Increase in Recommendation Intent

RIPPLE STREET STRATEGY

Ripple Street designed a multi-phased marketing program to help Bud Light® Seltzer achieve its goals. The program involved active recruitment of a targeted subset of Ripple Street's 1.4M member community. Selected consumers received Chat Packs and followed guided activities such as visiting local retailers, purchasing Bud Light® Seltzer and taking shelfies, sharing their authentic brand experiences on social, and writing product reviews. At the end, participants also completed comprehensive post-campaign surveys to help Bud Light® Seltzer gain valuable insights.

"With all of our traditional sampling tactics having been disrupted by COVID-19, we needed a new strategy on how to get 'liquid to lips'. After seeing our campaign come to life with targeted product trial experiences and authentic product reviews, we quickly realized Ripple Street brings unique capabilities to the table that we should continue to use incrementally to traditional sampling activations."

MICHAEL RUDOLPH

Beyond Beer Director, Southeast





RECRUIT HIGH QUALITY, ENGAGED CONSUMERS

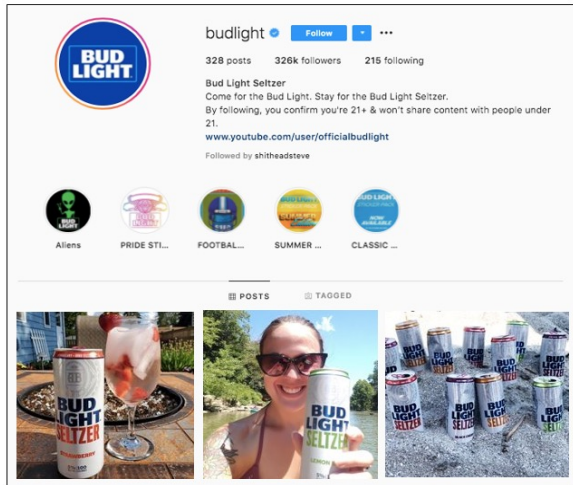
More than 4,500 applied to spread the word about Bud Light® Seltzer to friends and family, in person and across social networks. From these applicants, 1,000 of the most engaged consumers living in GA, FL, TN, SC, NC, AL, and MS were age verified via third-party and received Chat Packs.

DELIVER AT-HOME PRODUCT TRIALS AND ENGAGEMENT

Ripple Street Chat Packs included one \$20 gift card to purchase Bud Light® Seltzer, as well as materials to guide product trials and reviews, and social activities on Ripple Street's platform.

COMPLETE POST-CAMPAIGN SURVEYS

Chat Pack recipients completed surveys about their experience with Bud Light® Seltzer, answering questions ranging from brand favorability to purchase intent.



BUD LIGHT® SELTZER CHATTERBOX PROGRAM EXCEEDED GOALS

This immersive in-home experience with Bud Light® Seltzer generated authentic product trials, social engagement, and drove impressive lifts in **brand favorability (132%)**, **purchase intent (174%)**, and **intent to recommend (220%)**.

Favorability



Purchase Intent



Intent to Recommend



Lift



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