

ripple
STREET

&

CHEEZ-IT

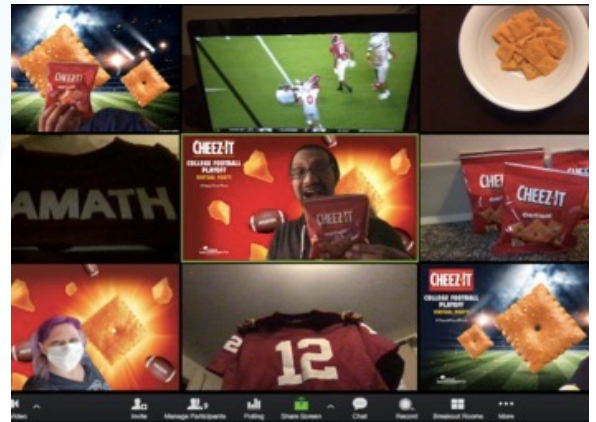
House
Party case study

Cheez-It® Partnered with Ripple Street to Drive Trials & Excitement for the College Football Playoffs

THE CHALLENGE

COVID-19 forced difficult decisions for the sports industry in 2020. Nearly every major sporting event was canceled, moved, or postponed. The way fans engaged with events endured many changes due to the virus, which caused organizations to rethink how fans would interact with their preferred sporting events going forward.

Cheez-It® partnered with Ripple Street, the leading peer-to-peer marketing platform that matches brands with their ideal consumers, to support the Cheez-It® College Football Playoffs. Specifically, Cheez-It® wanted to increase its reach and impressions, spark social media activity, and drive purchase intent around the college football season and playoffs.



Ripple Street's program achieved outstanding results for Cheez-It®

30%

Increase in purchase intent

36%

Increase in intent to recommend

18,721

Product trials generated by Virtual House Party participants

63,449

Social media engagements

RIPPLE STREET STRATEGY

COVID-19 was a catalyst for a new type of sports experience. Ripple Street developed a multi-phased marketing campaign which included the active recruitment of a targeted subset of the 1.5M member community. Socially savvy Virtual House Party hosts received a \$10 gift card to buy Cheez-It® at retailers to enjoy with friends and family while watching the College Football National Championship on ESPN. Ripple Street provided participants with a fun game of Cheez-It® Bingo, branded backgrounds, and the opportunity to enjoy Cheez-It® together virtually.

"Ripple Street successfully delivered an immersive game day experience to extend and amplify our ESPN sponsorship, driving snacking with Cheez-It and college football viewing at home. The campaign drove better than expected results in the short term and sustained over a period of months following the campaign."

Diane SAYLER

Director, Experience Planning & Influencer Engagement at Kellogg Company





RECRUIT HIGH QUALITY, ENGAGED CONSUMERS

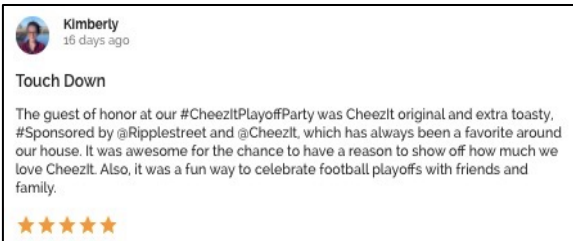
This unique at-home experience engaged and activated over 13,000 consumers who wanted to share their online and offline excitement for Cheez-It® snacks with their friends and family. The campaign targeted adults ages 18-49, prioritizing members in Florida who were passionate about college football and planned to watch the playoffs.

DELIVER AT-HOME PRODUCT TRIALS AND ENGAGEMENT

6,875 Cheez-It® partygoers received a \$10 gift card to pick up Cheez-It® to enjoy with their friends and family at their College Playoff Virtual House Party. Once consumers had the product in hand, they continued to share photos of their memorable experience using the event's hashtag and posted reviews of the product.

COMPLETE POST-CAMPAIGN SURVEYS

Cheez-It® partygoers completed surveys on their College Football Virtual House Party experience, addressing questions ranging from brand favorability to purchase intent.



CHEEZ-IT® VIRTUAL HOUSE PARTY PROGRAM EXCEEDED GOALS

This one-of-a-kind sampling experience resulted in genuine feedback, social engagement, and significant lifts in **brand favorability (+22%)**, **purchase intent (+30%)**, and **intent to recommend (+36%)**.

Favorability



Purchase Intent



Intent to Recommend



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