

ripple  
STREET

&

pawse

Chatterbox  
case study

## Driving Purchase Intent, UGC, and Reviews for Pawse's CBD Bark-Less Bites

### CLIENT OVERVIEW

Pawse is a leading innovator in the pet wellness industry, specializing in premium CBD treats crafted with care for dogs and cats. Pawse takes pride in offering a range of CBD treats and wanted to drive trial of their flagship product, CBD Bark-Less Bites, while also educating pet parents about the benefits of premium CBD treats for pets.

### THE CHALLENGE

Create deep brand engagement and trial opportunities for Pawse's CBD Bark-Less Bites to boost awareness, increase purchase intent, and gather valuable consumer insights, user-generated content, and authentic reviews.



Christina B

4 months ago

#### Effective for anxious pups

Gave these to my dogs on halloween to help with the anxiety of constant doorbell ringing. They barked less and were more relaxed. Will order more in the future! Would recommend to any pet parent looking for some relief



## Ripple Street's program achieved outstanding results for Pawse

229%

Purchase Intent Lift

175+

Product Reviews

450+

Photo & Video Uploads

986k+

Potential Impressions Generated



"We partnered with Ripple Street to amplify awareness of our CBD Bark-Less Bites, while also aiming to capture authentic moments of dogs and cats trying our product to use in our marketing efforts. Their innovative approach not only drove triple-digit lifts in purchase intent and favorability but also generated a treasure trove of genuine photos, videos, and product reviews for Pawse. Additionally, we were pleasantly surprised by the wealth of consumer insights that were also delivered to us post-campaign. Ripple Street's attention to detail and expertise in fostering authentic connections with our target audience surpassed expectations, making this campaign an invaluable asset to our brand."

Bradley Kerrick  
Managing Partner & Co-Founder, Pawse





## RIPPLE STREET STRATEGY

Develop a marketing campaign targeting CBD-friendly pet parents to build direct-to-consumer relationships and drive awareness and purchase intent for Bark-Less Bites

Ripple Street executed a tailored **Chatterbox campaign**, inviting members from the 500k+ consumer community to compete for the opportunity to receive an exclusive Pawse Chat Pack, featuring three CBD Bark-Less Bites flavors.

This **hyper-targeted campaign** identified and engaged thousands of pet parents who closely matched Pawse's key consumer target: **dog and cat owners, 18+, with interest in using CBD for their pets.**

Applicants were encouraged to engage with the brand by **following Pawse on social media** and sharing their enthusiasm for trying the product on Instagram using the campaign hashtag **#PawseCBDPack**. This built a sense of community and amplified brand engagement.

Out of the thousands who applied, **250** of the most engaged participants were selected to receive an **exclusive Chat Pack**, including trial-size bags of the Chicken, Fish, and Rabbit or Duck-flavored Bark-Less Bites, along with a future purchase discount code.

The Chatterbox campaign sparked a surge of **user-generated content**, showcasing adorable images and videos of dogs and cats savoring Bark-Less Bites. Accompanied by **detailed reviews** from pet owners, this content provided a **comprehensive look into shared experiences with the product.**

## Pawse CBD TRICKS & TREATS CHATTERBOX EXCEEDED GOALS

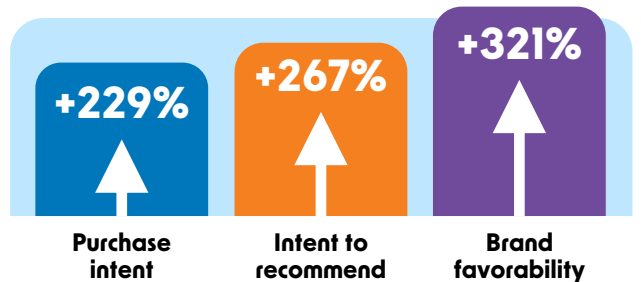
This one-of-a-kind experience resulted in genuine feedback, social engagement, and significant lifts in **brand favorability (+321%), purchase intent (+229%), and intent to recommend (+267%).**

**Enhanced Awareness:** The campaign succeeded in significantly elevating awareness of the Pawse brand, reaching over 3,000 pet and CBD lovers.

**Boosted Trial:** The 250 participants who received the product were excited to have their dogs and cats try Bark-Less Bites, driving awareness, trial, and adoption among consumers.

**Generated Authentic UGC:** The Ripple Street community contributed more than 325 authentic photos, over 125 engaging videos, and 175 reviews. Pawse can now leverage this rich content for their marketing efforts.

**Increased Social Conversations:** The hashtag #PawseCBDPack generated nearly 1,000 social conversations, sparking posts, likes, and comments about the positive reactions owners saw when their pets tried the product.



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