

The cover features a large, light blue circular graphic in the center containing the 'ripple' logo and the title 'Campaign Catalog'. The background is a collage of four images: a child with a book, a French Bulldog with a Royal Canin bag, a girl with confetti, and a woman with Kodiak products. The bottom right corner has a blue background with the year '2024'.

ripple
S T R E E T

Campaign Catalog

2024



A Note from our CEO

Inspiring Real Moments of Truth Around Your Brand

It has always been my belief that great products become ubiquitous, household staples when brands are able to find their true fans. It all starts with those dedicated consumers that love the products and scream at the top of their lungs, igniting a ripple effect of curiosity (and purchasing) around them.

At Ripple Street, we take pride in the hundreds of thousands of consumers in our community who, simply put, are die hard brand fans. They're not paid influencers or in it just to get samples or free stuff. They're in it because they are deeply passionate about trying new products and sharing it with the world—with friends and family whenever they get together, via texts, and online across their socials; because they love the feeling of being the one in the know. And they stick with us for years, because they know we're bringing them fun ways to experience new brands and products!

From Day 1, we dive in with brands and agencies to develop high-impact activations through our multi-channel community engagement platform. Quite frankly, this is my favorite part of what we do—getting creative around how to leverage our suite of solutions to design a program that will wow our community and consistently deliver successful KPIs.

This catalog is to help get the creative juices flowing around how to engage our incredible community of consumers in meaningful, impactful ways throughout the entire year—whether it's for your tentpole holidays and seasons or everyday incremental product use cases.

We hope this helps get the gears turning and we look forward to brainstorming ways to fire up our community around your brand!

Mike Leo, CEO at Ripple Street

A large, stylized handwritten signature in black ink, likely belonging to Mike Leo. The signature is fluid and cursive, with a long horizontal line extending to the right.

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New Year, New You

Kodiak Cakes Renegades Breakfast House Party & Eight O'Clock® Coffee Be Your Own Barista House Party

Our community is always excited to spread the word! To kick-off the new year, we helped Kodiak Cakes create a memorable, branded experience where community members shared the power of starting the day with protein. As a result, this House Party activation successfully drove awareness and trials for Kodiak Cakes' protein-packed flapjack and waffle mixes.



Kodiak® branded apparel



1 Kodiak® recipe card



2 Kodiak® stickers



5 free box coupons to purchase Kodiak Power Cakes® Flapjack & Waffle Mix





1 Bag of Eight O'Clock® Coffee
Barista Blends Caramel Coffee



1 Barista Blends stainless-steel
scoop with bag sealing clip



Barista Blends apron



1 set of 16 Barista Blends
coffee stencils



1 Barista Blends coffee mug



1 Barista Blends
stainless-steel shaker

This hyper-targeted campaign drove trips to Walmart, Meijer, and ShopRite retailers, trials, and word-of-mouth recommendations online and off.

Walmart

meijer



St. Patrick's Day

Tetley Tea Luck of the Irish Tea Party



**GOLD
WINNER
2023**

DAVEY
AWARDS

We accelerate shopper and retail KPIs by driving consumers in-store to discover and purchase your products. Anchored around St. Patrick's Day, this campaign supported the launch of Tetley Tea's Irish Breakfast Premium Black Tea as well as their expanded retail distribution at ShopRite, Giant, Big Y and Weis Market stores.



1 box of Tetley® Irish Breakfast Premium Black Tea



A "Happy St. Patrick's Day" banner string



Tetley® shamrock photo props



Leprechaun top hats



Tetley® paper cups





"Ripple Street has been a wonderfully collaborative and strategic partner for Tetley. Their solution-oriented mindset, agility and know-how were indispensable in building awareness and engagement for the launch of our Irish Breakfast tea. We look forward to our continued partnership with Ripple Street."

— Garrett Sandberg,
Brand Manager, Tata



Cinco de Mayo

Corona Non-Alcoholic Cinco de Mayo Party

Harness the power of authentic product reviews. We help elevate your brand with moderated ratings and reviews, not only showcased on your site but also syndicated to your retailers.





\$40 gift card



Branded bottle opener



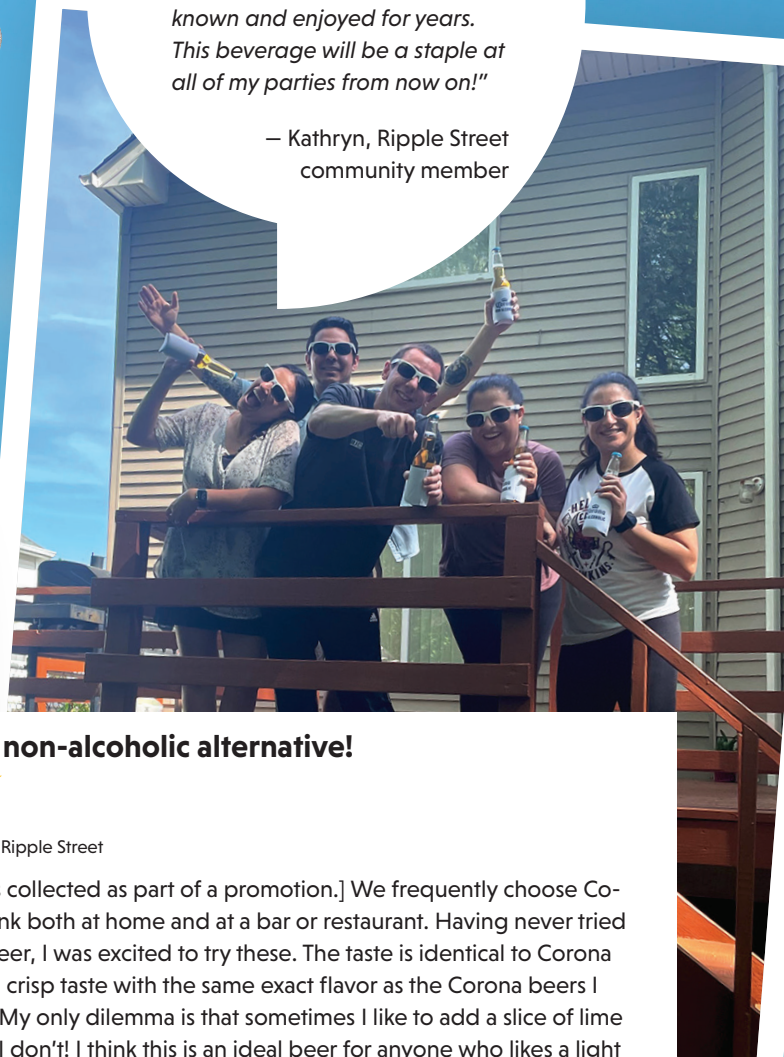
6 pair of sunglasses



6 koozies

"My guests and I loved drinking this along with traditional Mexican cuisine at my Cinco de Mayo party. It tasted just like the traditional Corona we have known and enjoyed for years. This beverage will be a staple at all of my parties from now on!"

— Kathryn, Ripple Street community member



The perfect non-alcoholic alternative!

★★★★★

angelar4546
originally posted on Ripple Street

[This review was collected as part of a promotion.] We frequently choose Corona beer to drink both at home and at a bar or restaurant. Having never tried non-alcoholic beer, I was excited to try these. The taste is identical to Corona Light. It's a light, crisp taste with the same exact flavor as the Corona beers I know and love. My only dilemma is that sometimes I like to add a slice of lime and sometimes I don't! I think this is an ideal beer for anyone who likes a light beer flavor but without the alcohol content. It's exciting to have a great tasting beer alternative on the market!



love this!!!

★★★★★

stephany9216
originally posted on Ripple Street

I bought this beer last week and was extremely surprised and impressed! It tastes just like a Corona and is by far the best NA cerveza available that tastes as close to original as you can find! I just hope they continue carrying it. Definitely will be purchasing more!

Pets

Royal Canin

We understand the power of UGC. Pet brands choose us for the compelling, authentic (and downright adorable!) visuals created by our dedicated pet parent community members. Let this branded content work for you by sparking curiosity and interest among potential customers. Did we mention you have the rights to use the UGC for your own channels?





Packs included pet food for Poodle, Bulldog, Labrador, Kitten, or Urinary Care for Cats



Mother's Day

Canon Ivy Mother's Day Memories Party

We specialize in building brand loyalty through emotional connections, crafting product associations with major holidays and micro-occasions. This ensures a lasting connection with your brand. To celebrate Mother's Day, Canon educated consumers about the features of the Canon IVY Mini Photo Printer and Canon app, by providing an opportunity to create memorable, giftable crafts.





"My sisters and I came together to use it along with the Canon Mini Photo App. We took pictures together with the filters and printed them out on the sticky paper to add to our mom's Mother's Day card and she loved it. It made her gift that much more unique and thoughtful."

— Shanae, Ripple Street community member



"This is such a great product. My daughters and I had a great time taking pictures and having the ability to print instantly. They have already asked if they can take it to their friends' house. Already have more paper ordered. Great Mother's Day!"

— Kelsey, Ripple Street community member



1 Canon IVY Mini Photo Printer (Rose Gold)



1 ZINK photo paper pack (50 sheets)



1 ZINK Pre-cut circle stickers pack



1 IVY notebook



1 Pack of 48 washi tape with multiple designs



1 Scrapbook sticker pack

Summer Fun

Pacifico Clara House Party

Need help coming up with the perfect vibe to experience your brand and product? We work with all our clients to tailor campaigns to their unique positioning and KPIs. Here's an out-of-the-box example of how we brought Pacifico's vision to life with killer summer lake and pool parties.





1 Pacifico Clara® towel



1 Pacifico Clara® hat



5 Pacifico Clara® floating boat key keychains



5 pair of Pacifico Clara® sunglasses



5 Pacifico Clara® koozies



5 Pacifico Clara® belt bags



5 Pacifico Clara® mini personal misters



5 Pacifico Clara® water bottles



"Crisp, ice cold, with a flavor that even the non-beer drinkers liked, it was a fantastic way to really kick off summer! We're looking forward to sharing more for Independence Day!"

— kimijeano, Ripple Street community member

Viewing Party

FOX Sports Ultimate Soccer Watch Party

Elevate your brand visibility during a sporting event or build credibility with a new partner by teaming up with us to host a viewing party. We'll help you wow your affiliates and create a sense of community with your target audience. These gatherings foster active participation, ignite social interactions, and stimulate online and offline discussions about the event, ultimately enhancing consumer awareness and perception, and solidifying the bond with your partner brands.

Bonus: we can incorporate influencers and micro-influencers like we did for our FOX Sports event. Just ask!





1 scarf



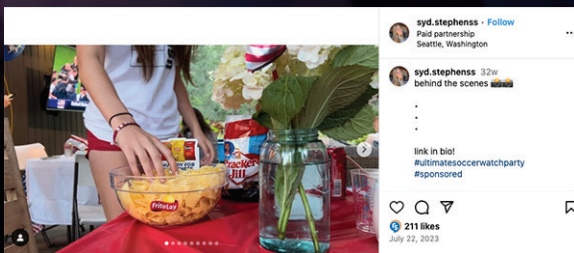
1 jersey



1 pack of Crayola Dry Erase markers & 3 blank soccer balls



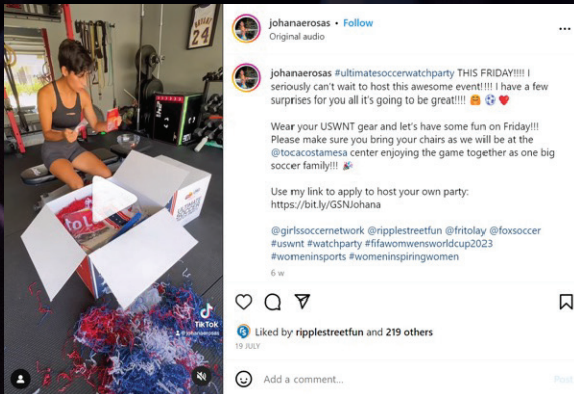
1 trophy keychain OR trophy magnet



1 chip bowl



1 bag of Doritos Nacho Cheese OR Cheetos Crunchy



1 bag of Lay's Classic



1 bag of Cracker Jill



2 stadium horns



2 foam fingers



6 pairs of eye black stickers



6 headbands

Back-to-School

Welch's Best Kids' Lunch Box Party



Packs included: Welch's® Fruit Snacks; Welch's® Juicefuls® Juicy Fruit Snacks Berry Blast; Welch's® Fruit Snacks branded lunch bag; Welch's® branded resealable lunch bags; Welch's® Juicefuls® Juicy Fruit Snacks Mixed Fruit; Welch's® Fruit 'n Yogurt™ Snacks

Need to get the word out about one of your products? In our successful Back-to-School partnership with Welch's, we created genuine opportunities for their target consumers to try out various fruit snacks.

- ✓ Trials
- ✓ Awareness
- ✓ Word-of-Mouth

"The Welch's® Juicefuls® Juicy Fruit Snacks were a hit in our house! My kids and our friends loved the burst of juice in the middle! The flavors tasted natural and not artificial! We will definitely be adding these to our lunch boxes!"

— Amanda W, Ripple Street community member



"My kids had never tried the berry blast juicefuls but absolutely love them! That hint of fruit blast is a definite hit! I plan to bring these to the soccer team for snacks."

— Nikki H, Ripple Street community member



Homegating

Beyond Meat Game Day House Party



We strategically place your brand in the hands of targeted consumers to drive purchase intent and sales conversions. We partnered with Beyond Meat to find their next biggest brand fans in this fun "homegating" event!



"I am so shocked with this product it is unreal. I can't believe how well the chicken tastes. Instead of making vegan chicken myself from now on I'm buying this product!"

— Destiny H, Ripple Street community member

"I don't know how Beyond does it, but all of their products taste amazing! I will absolutely buy this again, and the price was very reasonable for a bag of frozen nuggets."

— Kara H, Ripple Street community member

"The Beyond Meat sausage has a great texture similar to pork. [It] would go well in spaghetti or even on hot dogs. I will continually include Beyond Meat in my party day events and for week night cooking as well."

— Kristin D, Ripple Street community member



1 \$40 gift card



1 Beyond Meat hat



1 Beyond Meat t-shirt



2 Beyond Meat banners



5 Beyond Meat Bingo game cards



6 Beyond Meat recipe booklets



6 Discount coupons for Beyond Meat products



Beyond Meat toothpick flags and sheets of butcher paper

Halloween

Svedka Goes Halloween House Party

Reach multiple target markets seamlessly in one activation! We target your precise audience based on demographics, geography, psychographics, and consumer behavior. We drove **liquid to lips** for Svedka, segmenting our community by target audience, and guiding them to host epic Halloween parties. The result? Eerily captivating brand experiences, exactly where Svedka wanted them. 🎃



SVEDKA

VODKA

Distilled Four Times





Custom packaging



Branded shot glass



Svedka t-shirt



Photo props



Branded cups



\$20 prepaid card



Dinner Party

Heinz 57 Collection Dinner House Party



Looking for foodies to cook with your product and share the flavorful experience both on and offline? Our consumer community is filled with aspiring chefs who are eager to experiment with new products, making delicious creations for their friends and family. This not only helps with your word-of-mouth and social media marketing goals, but also cultivates long-lasting brand fans.





1 HEINZ 57 Collection Infused Honey with Black Truffle



1 HEINZ 57 Collection Culinary Crunch Chili Pepper Sauce



1 HEINZ 57 Collection Culinary Crunch Roasted Garlic Sauce



1 HEINZ 57 Collection Infused Honey with Hot Chili



1 HEINZ 57 Collection Culinary Crunch Mandarin Orange Miso



1 HEINZ 57 Collection apron



1 HEINZ 57 Collection bamboo spoon



1 HEINZ 57 Collection bamboo cutting board



1 HEINZ 57 Collection reusable shopping tote



1 HEINZ 57 Collection recipe booklet



1 pack of HEINZ 57 Collection napkins



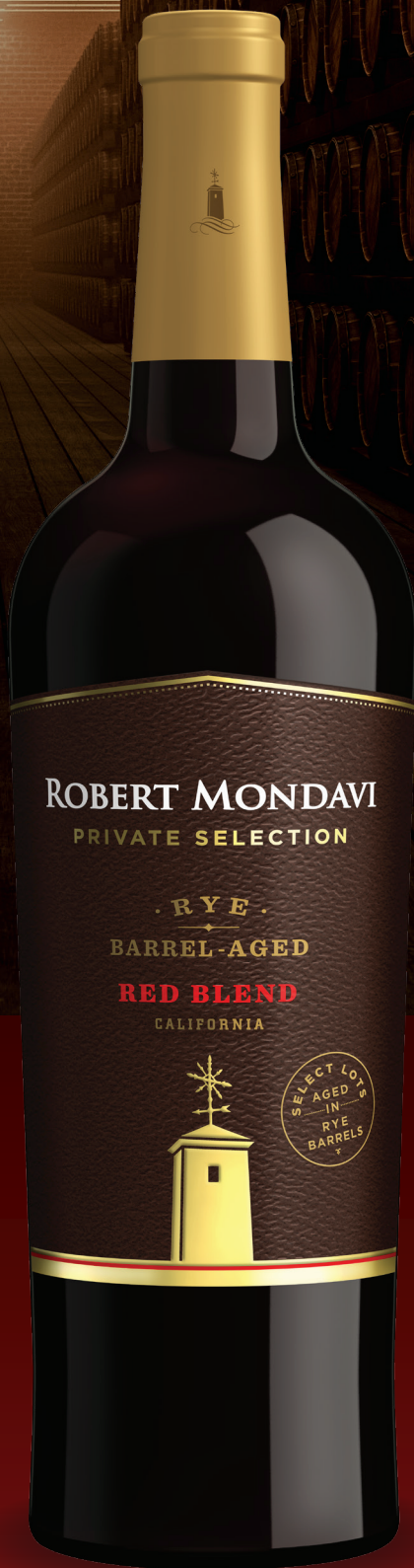
1 pack of tasting spoons

Wine Tasting

Robert Mondavi Sip, Savor, and Share Chatterbox

We designed two distinct wine tasting events to expand the brand's reach, impressions, and trials. These experiences were crafted to engage and immerse wine enthusiasts in the richness of Robert Mondavi's Private Selection labels. Our unique approach, coupled with our expertise in fostering authentic consumer connections, ensured a campaign that not only elevated the Robert Mondavi brand but also delighted participants.





1 \$20 prepaid card



1 wine pairing & tasting guide



1 wine tasting notes



1 Robert Mondavi Private Selection cheeseboard set



1 Set of Robert Mondavi Private Selection wine tumblers



Robert Mondavi Private Selection corkpull



Winter Holidays

NABISCO Share the Tastes of the Season House Party & Nielsen-Massey Holiday Cookie Decorationg Party



Aligning your marketing with holidays ensures that your brand stays top-of-mind during these seasons. We help create immersive brand experiences with content that is extremely shareable.



1 \$10 Target gift card to purchase NABISCO products



1 NABISCO Snacks apron



6 NABISCO Snacks cheese slicers



1 NABISCO Snacks serving platter



7 NABISCO Snacks flexible cutting boards



7 NABISCO Snacks recipe booklets



2 Holiday cookie decorating icings (1 Red & 1 Green)

1 Holiday sprinkles assortment



1 \$40 gift card



1 Spatula/cookie cutter set



8 Recipe cards



8 Cookie boxes



Market Research

Campari Sparkling Garibaldi Tasting

In
Beta



Utilize our market research capabilities to transform into a customer-centric powerhouse. Leverage insights from our 500k+ consumer community to help you make more informed decisions about your product and positioning.



WELCOME TO
KACIE VASSARI'S

CAMPARI® SPARKLING GARIBALDI



SCAN ME!

Please scan the QR code to access the survey.

We know how excited you are to try the Campari Sparkling Garibaldi cocktail, but before you do, first

WHAT TO DO NOW THAT YOUR PACK HAS ARRIVED

1 PICK UP YOUR SPARKLING GARIBALDI INGREDIENTS!

- Get **Campari** and **Sanpellegrino® Aranciata Rossa** from your local store and check the recipe card to pick up anything else you need to throw your tasting event.
- Open the **Ripple Street mobile app** to see what activities you will need to complete. Don't have the app? Download it now from the App Store and Google Play.

2 PREPARE FOR YOUR CAMPARI SPARKLING GARIBALDI TASTING

- Set up your mixing station, equipped with **Campari**, **Sanpellegrino® Aranciata Rossa**, **orange garnishes**, and **drinking glasses** for each taster.
- Have the **QR code** (psst, it's on the back of this card!) displayed front and center so you and your guests can easily access and complete the surveys.

3 CHEERS — ENJOY YOUR CAMPARI SPARKLING GARIBALDI TASTING EVENT!

- Once your guests arrive for the tasting, the first thing you need to do is have everyone **scan the survey QR code** on the back of this card. **PLEASE NOTE:** You and your guests will need to complete a portion of the survey **before** tasting the Campari Sparkling Garibaldi cocktail and another portion of the survey **after** you have tasted it.
- Have everyone (1 host + 4 guests) **complete the survey** providing their honest feedback.
- Use the **Ripple Street mobile app** to **upload a group photo**. Be sure to include the following in your photo:
 - You and the **FOUR friends or family members** who attended your tasting.
 - Hold up those **Campari Sparkling Garibaldi cocktails!**
 - Make sure the **Campari bottle** and **Sanpellegrino® Aranciata Rossa** are clearly visible.
- Bonus points if you capture **video of you and your guests enjoying the Campari Sparkling Garibaldi cocktails** and upload it to your **Upload Tasting Video** activity.
- Once you complete all of your activities, you will receive **\$100 via PayPal!**

\$40 gift card; instructions card; surveys for hosts and guests



Ripple Street Solutions

House Party



Throwing Parties at Home

Drive deep brand engagement through shared experiences with friends & family

House Party is the ONLY solution where we hand-pick Ripple Street community members to host get-togethers at home to celebrate YOUR brand, and YOUR products.

Pulling 10+ years of best practices and success stories, we work with you to build the ULTIMATE party experience. The result: passionate brand fans who remain loyal to your brand long after the party.

Chatterbox



Sending Products Direct

Build direct-to-consumer relationships with households who can't wait to get your product in the mail

Brands take advantage of Ripple Street's Chatterbox solution to deliver an exclusive, personal encounter with a product.

Selected participants experience the ultimate thrill receiving a carefully curated box containing product to try – an eagerly anticipated "it's here!" moment. They then share their experience within their households, across social channels, and with the broader community on our platform.

Chatterbuy



Sending Shoppers to Store

Accelerate shopper & retail KPIs by driving in-store product discovery and purchase

Ripple Street's Chatterbuy solution drives consumers directly to retail, facilitating product discovery and purchase, while also deepening brand-to-retailer relationships.

Selected participants are guided on a journey to shop their local retailer and share their trial experiences within their household, across social channels, and with the broader community on our platform.

ReFUND



Reimbursing for Receipts

Supercharge retail velocity with a hyper-targeted focus on product purchase

Ripple Street's ReFUND solution enables brands to quickly achieve results for a singular KPI such as gathering reviews or photos.

Consumers are alerted to ReFUND opportunities via our app. To participate, they simply purchase the featured product, upload a receipt for reimbursement, and complete one activity. It's as easy as that!

Why Ripple Street?

In addition to amazing brand lifts and proven sales impact, we deliver:



COMMUNITY

Thousands of your biggest fans + new ones that you can engage with through our platform on an ongoing basis.



MULTI TOUCH ENGAGEMENT

Online, offline, in-home and in-store, we connect the dots for holistic, memorable consumer experiences.



USER GENERATED CONTENT

Authentic community content including branded photos, videos, and reviews.



AUTHENTIC REVIEWS & RECOMMENDATIONS

We deliver reviews where you want them and when you need them.



SOCIAL ENGAGEMENT

Need to grow your social footprint? Increase your social share of voice? Get more likes or followers? Consider it done



ACTIONABLE INSIGHTS

What do your consumers really think?



TARGETED TRIAL

We get your brand into the right consumers' hands, homes, conversations and shopping carts.



EDUCATIONAL & MEMORABLE TRIAL EXPERIENCE

Teach consumers how to integrate your products into their daily lives, while having some fun!



DRIVE TO RETAIL

We bridge the in-home and in-store experience to get your brand in their carts — and hearts!



 about.ripplestreet.com

 [@ripplestreetfun](https://www.instagram.com/ripplestreetfun)