

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

- 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.
- 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.
- 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

