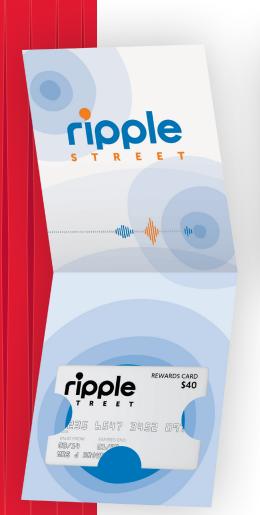
## Market Research

In Beta

Campari Sparkling Garibaldi Tasting



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.





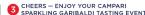


We know how excited you are to try the Campari Sparkling Garibaldi cocktail, but before you do, first

## 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.
- 2 PREPARE FOR YOUR CAMPARI SPARKLING GARIBALDI TASTING
- Have the QR code (pssst, it's on the back of this card!) displayed front and center so you and your guests can easily access and complete the surveys.





- GHEERS 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 OR
  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 Campan's Sorariding Garbaldi cocktail
  and another portion of the survey after you have tasted it.
- 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

  - Make sure the Campari bottle and Sanpellegrino\*
     Aranciata Rossa are clearly visible.
- Once you complete all of your activities, you will receive \$100 via PayPa!!

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





