

# St. Patrick's Day

## Tetley Tea Luck of the Irish Tea Party



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



ROUND  
80  
TEABAGS

NET WT 8.46 OZ (240g) ©

TEABAGS  
80  
NET WT

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