

Halo Top® Fruit Pops Chatterbox Drove More than 31,000 Product Trials

The Challenge

Halo Top® first found its way into grocery store freezers offering fewer calories, less sugar, and higher protein than traditional ice cream. It became the first of its kind creating an entirely new better-for-you frozen dessert category. Fast forward to 2021, Halo Top launched Fruit Pops, an exciting new addition to their lineup of healthier frozen desserts. To make a splash in the summertime, they wanted a creative and unique solution to drive awareness and trials.

By partnering with Ripple Street, the leading peer-to-peer marketing platform that matches brands with their ideal consumers, Halo Top® not only met awareness and sampling goals, they also gained authentic product reviews, user generated content, and increases in all major brand lift KPIs.



Ripple Street's program achieved outstanding results for Halo Top®

88%
increase in
purchase intent

233%
increase in intent to
recommend



31,300
product trials generated
by Chatterbox
participants

32,230
social media
engagements



Ripple Street Strategy

To help Halo Top reach their objectives, the Ripple Street team developed a comprehensive marketing campaign engaging over 9,500 consumers. Fruit pop lovers discovered the new Halo Top® Fruit Pops and showed their love and passion prior to being selected for this Halo Top® Fruit Pops Chatterbox experience. The 4,000 most engaged and socially savvy were rewarded with a talk-worthy Chat Pack to shop for Halo Top® Fruit Pops and share Fruit Pop coupons with their friends and family, both online and off.

"Sampling innovative new frozen products is always a challenge to achieve at scale. Ripple Street's unique approach allowed us to reach qualified consumers, drive to store, generate trial & reviews, and spark meaningful consumer advocacy – all without a single melted pop!"

RYAN ROZNOWSKI
Halo Top Brand Manager

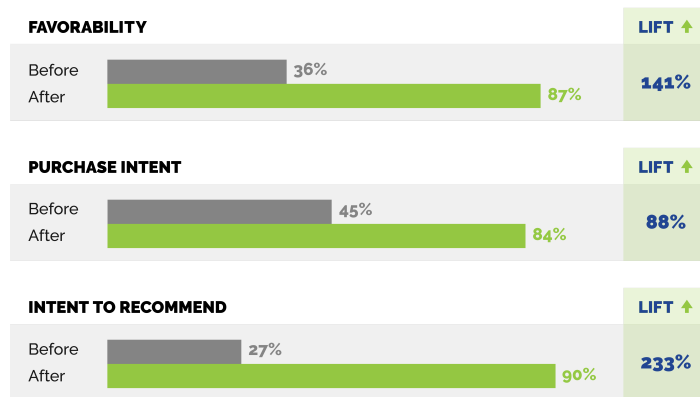




Halo Top® Chatterbox Program Exceeded Goals

This in-home experience for Halo Top® generated authentic product trials, social engagement, and drove impressive lifts in **brand favorability (141%)**, **purchase intent (88%)**, and **intent to recommend (233%)**.

BRAND LIFT FOR HALO TOP



Recruit High Quality, Engaged Consumers

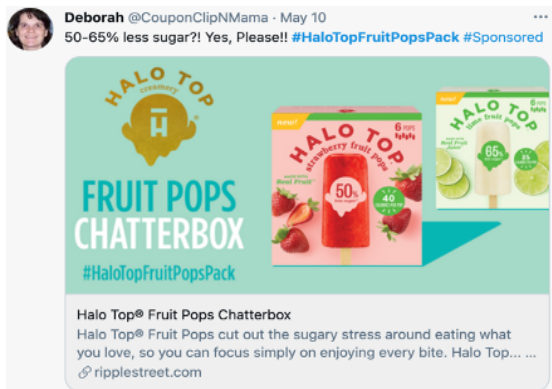
Ripple Street used its unique ability to hyper target consumers ages 25-44 who were looking for a healthier frozen dessert to spread the word about Halo Top® Fruit Pops in person and on social media.

Deliver At-Home Product Trials and Engagement

4,000 Halo Top® advocates received one free coupon for a box of Halo Top Fruit Pops and three \$1 discount coupons for one box of Halo Top® Fruit Pops to share with their friends and family. Once consumers had product in hand, they took part in several activities creating memorable product trial experiences. In addition, the Fruit Pops Chatterbox sparked actions like product reviews, generating over 2,000 reviews that will be syndicated.

Complete Post-Campaign Surveys

Chat pack participants completed surveys on their Halo Top® experience, answering questions on everything from brand favorability and purchase intent to their favorite Fruit Pop flavor.



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