



## CHATTERBOX CASE STUDY



Ketchum

# Ripple Street Drove More than 12,800 Product Trials and 109% Increase in Purchase Intent for Manitoba Harvest Hemp Yeah! Bars

CAMPAIGN EXCEEDED TRIAL GOALS BY 141% AND PURCHASE INTENT GOALS BY 49%

## The Challenge

[Manitoba Harvest](#), the global leader in hemp food, wanted to drive reach and awareness, generate new product trials, and increase purchase intent for its new [Hemp Yeah! Bars](#) among holistic health seekers in key markets in the United States and Canada. Manitoba Harvest's agency, [Ketchum](#), partnered with [Ripple Street](#), the leading consumer engagement solution for brands and their agencies, to help Manitoba Harvest achieve these objectives across its three flavors.



## Ripple Street's program achieved outstanding results for Manitoba Harvest

**110 million**

potential impressions and

**2.8X**

Media ROI generated by Ripple Street's program

**109%**

average increase in purchase intent across all three flavors of Manitoba Harvest's Hemp Yeah! Bars by Chat Pack recipients

**12,800+**

product trials generated by Chat Pack recipients

## Ripple Street Strategy

Ripple Street designed a multi-phased marketing program to help Manitoba Harvest achieve its goals. The program involved active recruitment of a targeted subset of Ripple Street's 1.4M member community; followed by samples delivered to their homes for product trials and engagement and then comprehensive post-campaign consumer surveys.

## Recruit High Quality, Engaged Consumers

More than 7,500 applied to spread the word about Manitoba Harvest Hemp Yeah! Bars to friends and family, in person and across social networks. From these applicants, Ripple Street hand-picked nearly 1,200 of the most engaged consumers to receive Chat Packs.

## Ripple Street Strategy (Continued)

### Deliver In-Home Product Trials and Engagement

Ripple Street Chat Packs included all three Hemp Yeah! Bar flavors as well as easy guided product trials and social activities on Ripple Street's platform.

### Complete Post-Campaign Surveys

Chat Pack recipients completed surveys about their experience with the Manitoba Harvest Hemp Yeah! Bars, answering questions ranging from brand favorability to purchase intent.

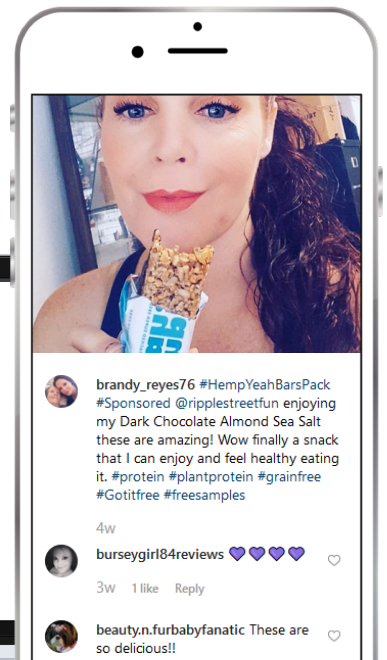
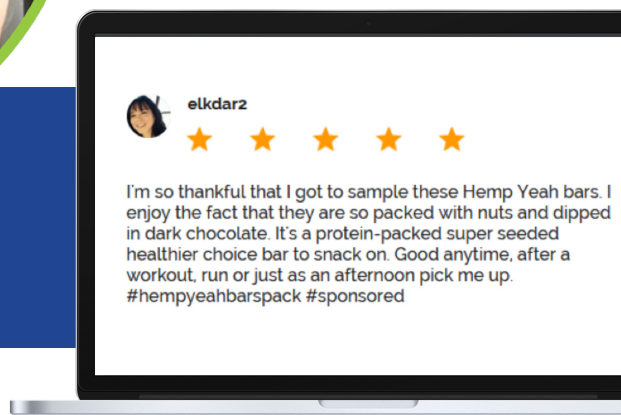
### Manitoba Harvest Hemp Yeah! Bars Product Trials & Engagement

Consumers' trial experiences were guided through branded social activities, where participants received samples in their Ripple Street Chat Packs to enjoy the bars individually as well as share them with friends and family at home.

This immersive in-home experience with the Hemp Yeah! Bars generated authentic product reviews specific to each flavor and drove deep engagement with the brand to deliver a 109% increase in purchase intent.



#hempyeahbarspack #sponsored  
Love the coconut cashew! So delicious!!



*"Manitoba Harvest research suggests that less than 10% of consumers have tried hemp foods. The relaunch of Manitoba Harvest Hemp Yeah! Bars presented an exciting opportunity for people to try the superfood in a familiar format. While some product benefits were easy to understand – high protein (10g), low sugar (7-8g), rich in Omega-3 and Omega-6 fatty acids – we anticipated some people might have questions around taste with hemp as the No. 1 ingredient."*

*"Product sampling through Ripple Street was a critical part of launch, driving thousands of real product trials, to help alleviate any concerns around taste. The targeted sampling program resulted in positive product reviews and an increase in purchase intent around our launch. Ripple Street made the whole process super easy for us. They were a great partner and delivered real business results."*

### Agency Partner

Managing Account Supervisor,  
Ketchum



To learn more visit [ripplestreet.com](https://ripplestreet.com)  
or email [sales@ripplestreet.com](mailto:sales@ripplestreet.com)

