

## Peer-to-Peer Marketing Platform Generated 3,000 In-Home Trials for BABE Wine

### The Challenge

Canned wine, with BABE being one of the first brands out of the gate, has completely disrupted the beverage industry. BABE Wine, the cute, delicious, take-anywhere bubbly wine in a can wanted to drive product trials, increase purchase intent and generate authentic recommendations.

Anheuser-Busch In-Bev initiated a creative partnership with Ripple Street, the leading peer-to-peer marketing platform that matches brands with their ideal consumers. This creative collaboration supported BABE Wine in reaching their goal to distribute a delicious "WINE FOR ALL."



### Ripple Street's program achieved outstanding results for BABE Wine

**237%**  
increase in  
purchase intent

**372%**  
increase in  
recommendation intent

**2,996**  
product trials generated  
by Chat Pack recipients

**9,358**  
social media  
engagements



### Ripple Street Strategy

To help BABE Wine achieve its objectives, Ripple Street developed a multi-phased marketing campaign, the program included active recruitment of a targeted subset of the 1.4M member community. Targeted consumers received Chat Packs and followed guided activities such as visiting local retailers to purchase BABE Wine, taking "shelfies," and sharing their authentic brand experiences and reviews on social. Participants also conducted extensive post-campaign surveys to give BABE Wine valuable insights.

"The Ripple Street team and program have been an absolute pleasure to work with. Their team provided a detailed set-up process to ensure all questions were answered and the proper program objectives were being addressed. They also provided routine updates and check-ins to ensure everything ran smoothly throughout. After the program ended, they shared an extensive recap highlighting both the success of the program as well as potential improvements. I'm excited to see that the partnership proved to be immediately successful—increasing both trial and brand awareness in an efficient manner."

**SANTINO SANFILLIPO**

Wine & Spirits Manager, Region West  
Anheuser-Busch

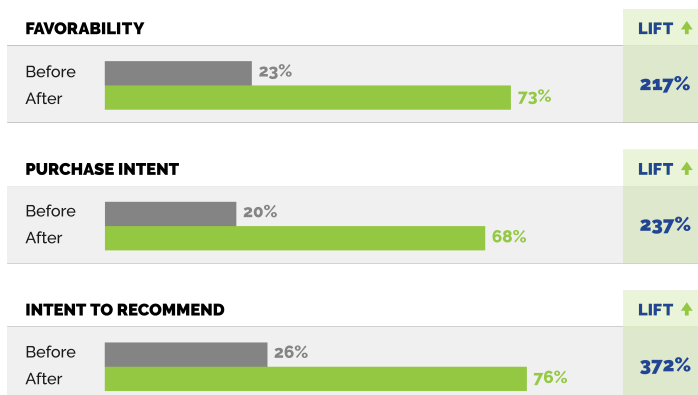




## BABE Wine Chatterbox Program Exceeded Goals

This engaging in-home experience with BABE Wine generated authentic evaluations, social interaction, and led to impressive lifts in **brand favorability (217%)**, **purchase intent (237%)**, and **intent to recommend (372%)**.

### BRAND LIFT FOR BABE WINE



#### Supreme wine

I was a little hesitant purchasing a canned wine. #BABEWineForAll #Sponsored made me a believer. The wine was smooth and delicious. It is so convenient to have a wine in a can. You no longer have to worry about the bottle breaking, storage, or it going flat. I love it, and it will be my go to wine from now on.



### Recruit High Quality, Engaged Consumers

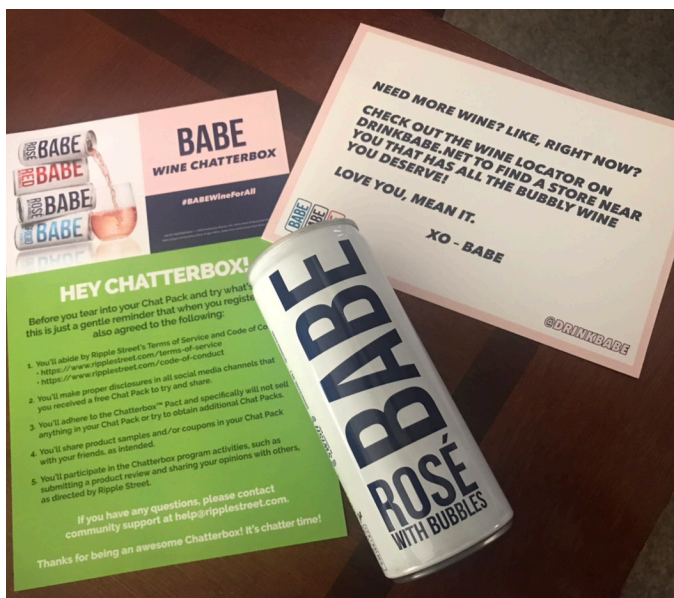
More than 2,500 applied to spread the word to friends and family, in person and via social networks. Of these applicants, 1,000 of the most active brand advocates who lived in key markets in Chicago, IL; Cleveland, Columbus; Cincinnati, OH; Arizona, California, and Nevada, were third-party age verified before receiving their BABE Wine Chat Pack.

### Deliver In-Home Product Trials and Engagement

The Chat Packs included one \$15 gift card to purchase BABE Wine and a branded greeting card with a store locator guide for consumer convenience. Once consumers had product in hand, they took part in several activities driving trial, social engagement and product reviews.

### Complete Post-Campaign Surveys

Sip, sip, hooray! Chat Pack participants completed surveys on their BABE Wine experience, answering questions ranging from brand favorability to purchase intent.



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