

# SmartyPants Leverages Ripple Street to Generate Trial, Product Reviews and Trips to Walmart

## The Challenge

The COVID-19 pandemic has led to dramatic changes in our day-to-day lives and has put health front and center. SmartyPants, a leader in the health and wellness industry, is on a mission to simplify health without sacrificing quality. SmartyPants offers multifunctional supplements with premium ingredients to fill in nutrient gaps for everyone in your family, from infant to 50+.

The SmartyPants team leveraged Ripple Street, a peer-to-peer marketing platform, to devise a marketing campaign that would drive trial and purchase at Walmart. SmartyPants had explicit objectives to increase awareness via social media reach and impressions, generate trials and reviews, and boost purchase intent at Walmart.



## Ripple Street's program achieved outstanding results for SmartyPants®

**76%**  
increase in  
purchase intent

**116%**  
increase in  
recommendation intent

**5,066**  
product trials generated  
by Chatterbox  
Participants

**11,028**  
social media  
engagements



## Ripple Street Strategy

The Ripple Street team developed a comprehensive eight-week program to ensure the best possible outcome for their strategic client. Women took photos of themselves at Walmart with the SmartyPants Multivitamin to boost their chances of being selected for the Chatterbox experience. After being selected, hyper-targeted consumers received Chat Packs which included five samples of SmartyPants Multivitamin, \$2 coupons, one information flyer, and instructions to guide them through an experiential shopper journey. Chatterbox advocates purchased SmartyPants Multivitamins from Walmart, posted content, and left reviews that accurately reflected their enthusiasm for the product.

"Sampling is an integral part of our Shopper Marketing strategy to drive trial and build brand awareness. Outside of delivering samples to qualified target consumers, I see Ripple Street's unique proposition as their ability to drive trips to store, generate brand buzz with organic social content and spark meaningful actions like product reviews. This campaign proved successful in helping SmartyPants reach new buyers and drive purchase at Walmart, contributing to gains in Category Share during this time."

**AMY AVELLAR**  
Senior Manager, Shopper Marketing





### Recruit High Quality, Engaged Consumers

Ripple Street engaged and activated 3,753 Walmart shoppers, primarily women ages 25-54 who are interested in health and wellness products, to spread the word about SmartyPants Multivitamins.

### Deliver In-Home Product Trials and Engagement

The 1,000 most engaged and socially savvy participants received a conversation-starting Chat Pack, which included SmartyPants Multivitamin trial packs and coupons to use at Walmart and share with friends and family online and offline.

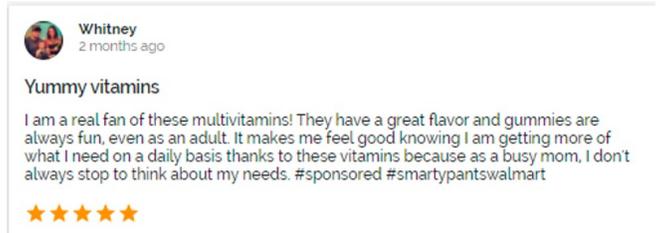
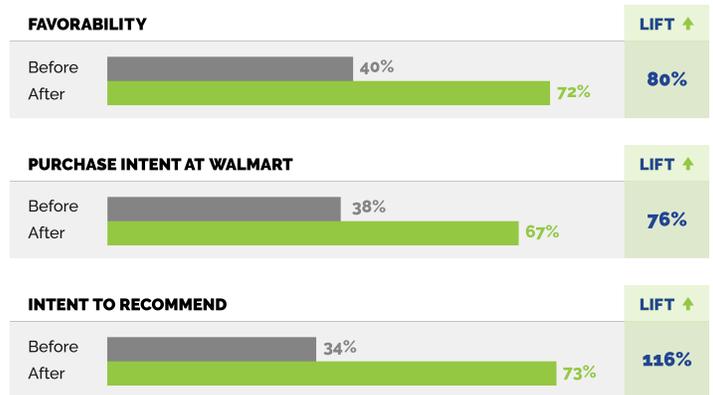
### Complete Post-Campaign Results

Over 3,900 customers have joined the SmartyPants Multivitamin Chatterbox campaign, creating a passionate and engaged community. In addition, the SmartyPants Multivitamin Chatterbox generated over 5,000 trials and 450+ authentic product reviews.

## SmartyPants Chatterbox Program Exceeded Goals

This unique shopper marketing campaign elicited authentic reviews, social engagement, and led to significant lifts in brand favorability (+80%), purchase intent for SmartyPants Multivitamins at Walmart (76%), and an impressive surge in intent to recommend (116%).

### BRAND LIFT FOR SMARTYPANTS



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