



Virtual House Party Case Study

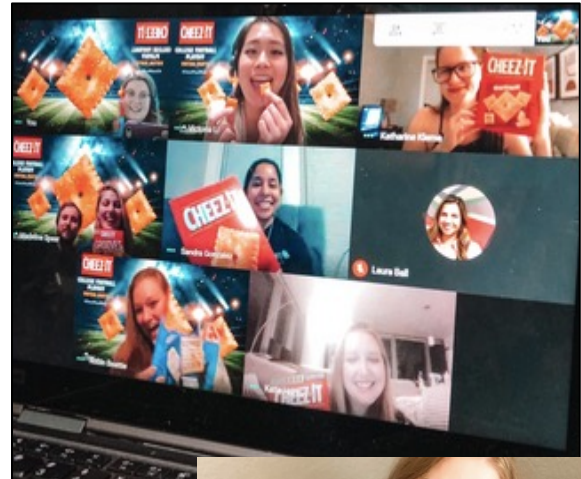


Cheez-It® Partnered with Ripple Street to Drive Trials & Excitement for the College Football Playoffs

The Challenge

The Coronavirus outbreak has forced difficult decisions for the sports-event industry. Nearly every major sporting event has been canceled, moved or postponed. The way fans engage with events endured many changes due to the virus, which has caused organizations to rethink how fans will engage with their preferred sports in the future.

Cheez-It® partnered with Ripple Street, the leading peer-to-peer marketing platform that matches brands with their ideal consumers to support the Cheez-It® College Football Playoffs. Specifically, Cheez-It® wanted increase reach and impressions, spark social media activity, and drive purchase-intent surrounding college football viewing and college football playoffs.



Ripple Street's program achieved outstanding results for Cheez-It®

93%
increase in
purchase intent

93%
increase in
recommendation intent

18,721
product trials generated
by Virtual House Party
Participants

63,449
social media
engagements



Ripple Street Strategy

Coronavirus has been a catalyst for a new type of sports fan experience. Ripple Street developed a multi-phased marketing campaign which included the active recruitment of a targeted subset of the 1.4M member community. Socially savvy Virtual House Party hosts received a \$10 gift card to pick up Cheez-It® to enjoy with friends and watch the College Football Playoff National Championship on ESPN. Ripple Street provided participants with a fun game of Cheez-It® Bingo, branded backgrounds, and of course the opportunity to enjoy Cheez-It® together virtually.

"Ripple Street successfully delivered an immersive game day experience to extend and amplify our ESPN sponsorship, driving snacking with Cheez-It and college football viewing at home. The campaign drove better than expected results in the short-term and sustained over a period of months following the campaign."

Diane Saylor

Director, Experience Planning & Influencer Engagement at Kellogg Company





Cheez-It® Virtual House Party Program Exceeded Goals

This one-of-a-kind sampling experience delivered to select consumers' homes resulted in genuine feedback, social engagement, and significant lifts in **brand favorability (+22%), purchase intent (+30%), and intent to recommend (+36%)**.

Recruit High Quality, Engaged Consumers

This unique at-home experience engaged and activated over 13,000 consumers who wanted to share their online and offline excitement for Cheez-It® snacks with friends and family. The campaign targeted Adults 18-49, who are passionate about College Football, plan to watch College Football Playoffs and prioritizing those in Florida.

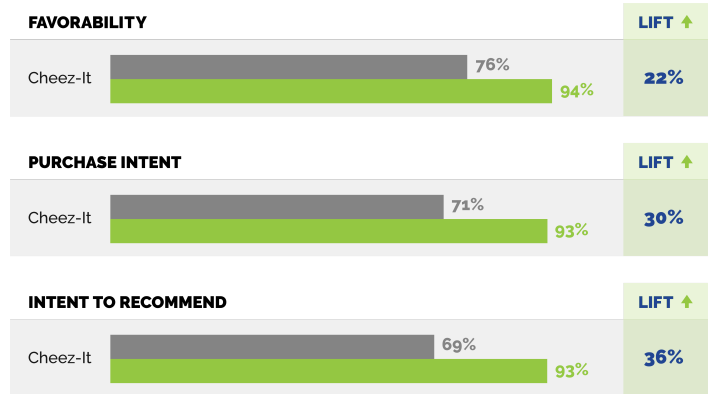
Deliver In-Home Product Trials and Engagement

6,875 Cheez-It® partygoers received a \$10 gift card to pick up Cheez-It® to enjoy with friends at their College Playoff virtual party. Once consumers had the product in hand, they continued to share their passion on social and were asked to post a review and share photos of their fun experiences, using the event's hashtag.

Complete Post-Campaign Surveys

Cheez-It® partygoers completed surveys on their College Football Virtual House Party experience, addressing questions ranging from brand favorability to purchase intent.

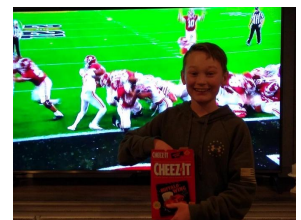
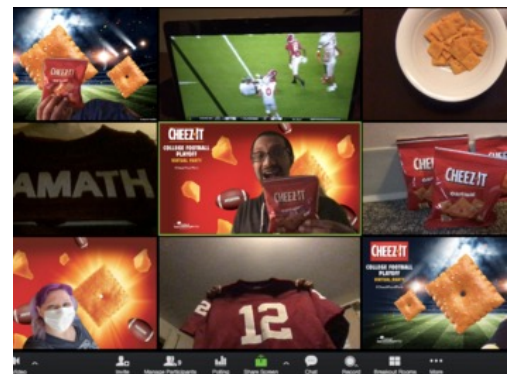
BRAND LIFT FOR CHEEZ-IT



Kimberly
16 days ago

Touch Down

The guest of honor at our #CheezItPlayoffParty was Cheezit original and extra toasty, #Sponsored by @Ripplestreet and @Cheezit, which has always been a favorite around our house. It was awesome for the chance to have a reason to show off how much we love Cheezit. Also, it was a fun way to celebrate football playoffs with friends and family.



To learn more visit ripplestreet.com or email sales@ripplestreet.com

