## DRIVING INFLUENTIAL SHOPPERS TO TARGET TO AMPLIFY A&W'S IN-STORE PROMOTION

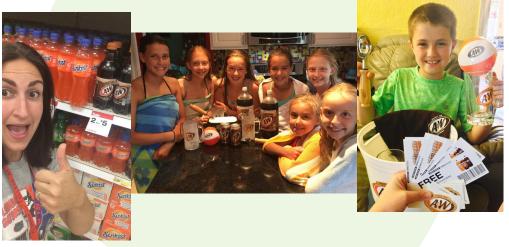


## Goal

Promote multiple soda brands (A&W<sup>®</sup> Root Beer, Sunkist<sup>®</sup> Soda, and Dr Pepper<sup>®</sup> Cherry) at Target by driving consumer influencers in-store to increase reach, awareness, UGC and purchase intent.

## **Solution**

Deliver a unique, memorable brand experience by sending a Party Pack to 300 influential moms who shop at Target and have kids ages 5-12, and providing them with a platform to create content and share their experience with friends and followers.



"As always A&W does not let you down...rootbeer floats take me back to my childhood summers. I am glad to be able to make such special new memories for my kids and their friends. We loved every moment of our A&W float party!!!"

Tanasha R.

## To learn more, contact **sales@ripplestreet.com** or visit **about.RippleStreet.com**

