



Goal

Promote multiple soda brands (A&W® Root Beer, Sunkist® Soda, and Dr Pepper® 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

Results



212,027
social posts
& comments



35,419
pieces of authentic,
branded UGC



116
million
impressions



66%
increase in
purchase-intent of
A&W® at Target