SALES LIFT FOR EDWARDS® DESSERTS



GOAL

Generate reach and awareness, targeted trials, reviews and increased purchase-intent for EDWARDS® Desserts, while driving shoppers in stores and down the frozen aisle.

SOLUTION

Ripple Street mobilized 11,000 influential shoppers and drove them in stores before rewarding the 1,500 most engaged with a Chat Pack containing EDWARDS® Desserts coupons, sparking social shares (online and off), branded content, trials and product reviews.





Andrea Espinoza @Eblueangel78

Yeah can't pick just one! Pumpkin Cream, Key Lime, Vanilla Carmel Cream, Strawberry Cream all sound so good. Enjoy EDWARDS® Whole Crème Pies this holiday season. Find them in the frozen dessert aisle. #EatEdwardsDesserts #Sponsored



"I will now be bringing these delicious treats to family get togethers. Had I not been selected, I wouldn't know that I was missing out on, quite frankly, the best dessert pies!"



To learn more, contact <u>sales@ripplestreet.com</u> or visit about.RippleStreet.com



*Matched market study measured by IRi.