

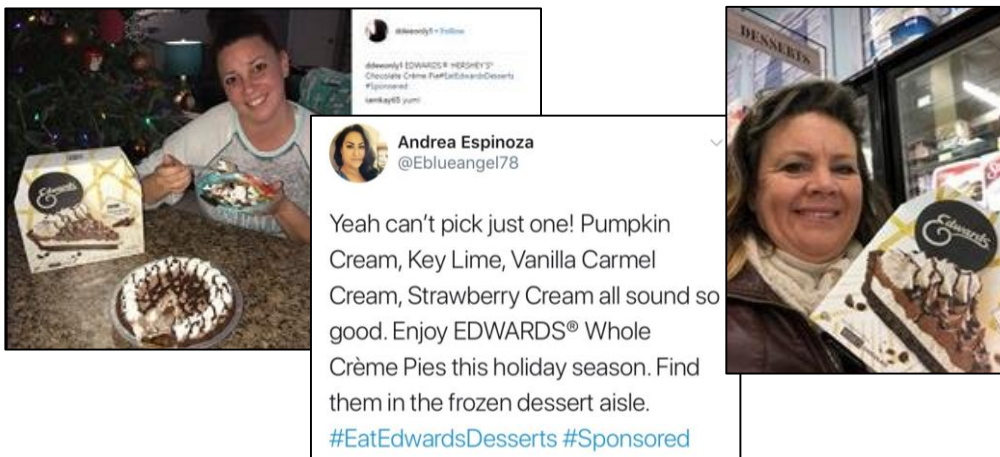


**GOAL**

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.



*"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!"*

Josh M.

To learn more, contact [sales@ripplestreet.com](mailto:sales@ripplestreet.com) or visit [about.RippleStreet.com](http://about.RippleStreet.com)

**RESULTS**



\*Matched market study measured by IRI.