



## GOAL

Generate awareness, targeted trial, social conversations, recommendations and reviews for GE Reveal® bulbs—all while driving targeted shoppers to Lowes and Target stores.

## SOLUTION

Identify crafty women (ages 25-44) who shop at Target or Lowes and mobilize them to throw a party featuring GE Reveal® bulbs. Ripple Street activated 10,000 influential shoppers and drove them in stores before rewarding the 500 most engaged with a fun shareable Party Pack that sparked social conversations, branded content, trials, e-commerce reviews and incremental store trips.



## RESULTS



**105 million**  
impressions



**77,838**  
social posts and  
comments



**130%**  
increase in purchase-  
intent among  
participants



**4.8/5**  
average product  
rating based on  
hundreds of  
reviews

*"I now recognize the name...It was such a great event that the GE reveal is imprinted on my memory."*

SANDRAGAIL