

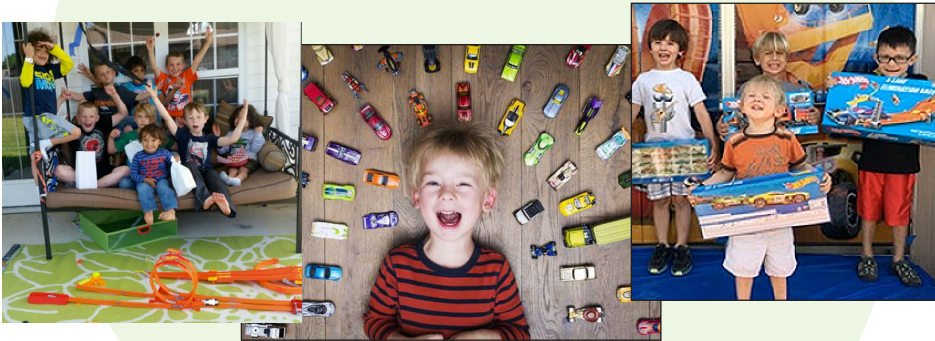


Goal

Drive awareness and user-generated content for the 1980s Hot Wheels® retro rides collection at Target while increasing intent to purchase and recommend.

Solution

Ripple Street's shopper marketing offering was leveraged to drive moms with kids ages 3-7 to Target stores, creating a brand experience that bridged the gaps between online, in-store and at home. With 250 parties hosted by the most influential moms, the program drove massive content creation and social sharing for Hot Wheels, with a focus on Pinterest.



"I noticed the display of retro Hot Wheels items at Target and was drawn to it from several aisles over when I had no intention of even going by that department on that trip."

Jessica M.

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

Results



139 million
impressions



142,412
social posts
& comments



33,173
pieces of UGC



98% of hosts
84% of guests
are very likely to
recommend



72% of hosts
63% of applicants
purchased
multiple times