



## Goal

Mobilize influential OREO fans to join the national OREO Dunk Challenge to generate reach and awareness, inspire UGC, increase purchase-intent and drive shoppers to Kroger stores.

## Solution

OREO partnered with Ripple Street to activate Kroger shoppers in an immersive local extension of the national campaign. The "Family OREO Dunk Challenge" engaged thousands of influential OREO fans and rewarded the 700 most enthusiastic with a talk-worthy party pack and tools to plan, shop and share the experience online and off, ultimately building a passionate community of over 21M participants.



"Because I've been looking out for them I noticed one new seasonal flavor in a display and that is the peeps flavor. Had to try it!"

Ammi O.

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

## Results



**727 million**  
impressions



**95%**  
of participants intend to purchase OREO



**201,887**  
social posts and comments



**89%**  
increase in intent to recommend