

**HOW GUINNESS
INCREASED SALES BY
26%
WITH RIPPLES
BEV-TOP MEDIA**



PILOT OBJECTIVE

Quantify impact of Bev-Top Media on
consumer preferences at point of
consumption and on social media
engagement

OPERATIONAL DETAILS

- Pilot duration: 3 months (Dec 17, 2019 – March 19, 2020)
- 5 participating bars
- Mix of geographic distribution & audience type, from small local pubs to large touristic venues



BEV-TOP SOLUTION PROVIDED

Ripple Maker PM device

Malt Extract



In-store collateral promoting user-generated content using the Ripples Web App

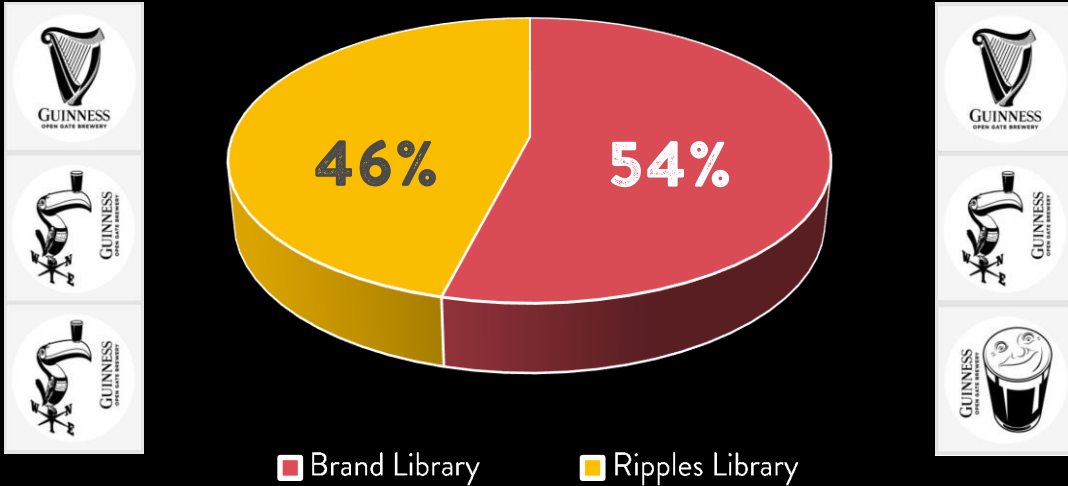


Variety of customized & branded drink designs & watermarks



CONTENT TYPES

1. Pre-Designed Content



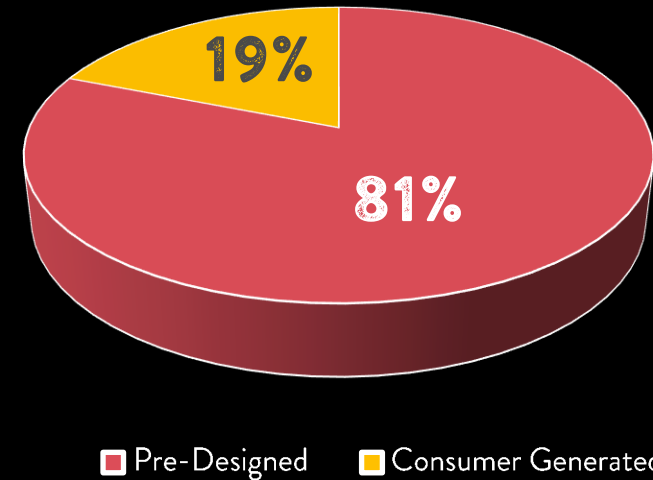
Brand Library

Designs created by / for the brand or bar

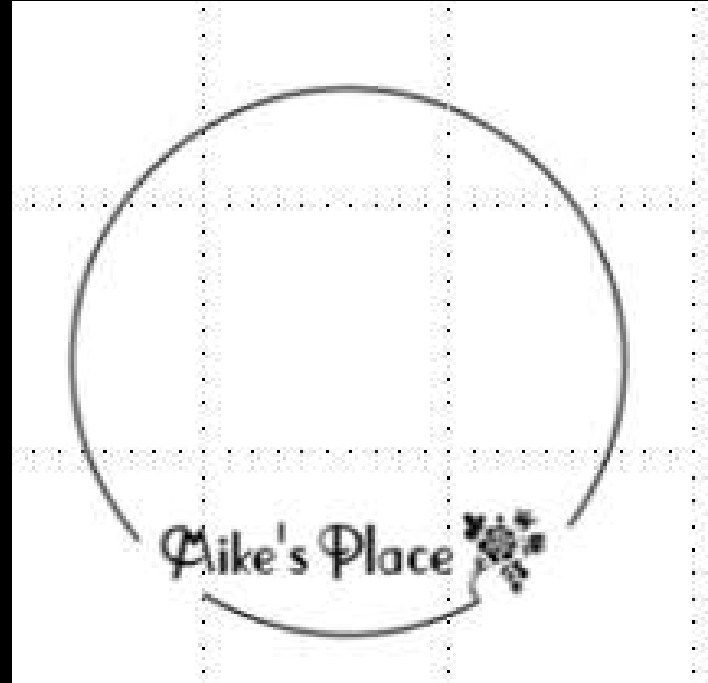
Ripples Library

Designs created by Ripples and uploaded on dynamic content feed

2. Consumer-Generated Content via the Ripples Web App



LOGO TO RIPPLE JOURNEY



Logo

Branded Watermark

Ripples Print

RESULTS HIGHLIGHTS

- Sales of Guinness pints increased by **26%**
- Share of wallet for Guinness increased by **31%**
- Up to **3X** increase in sales when printing on 100% of pints
- **Thousands** of free organic impressions



“People enjoy interacting with their favorite beer brand
and **THE NUMBERS PROVE IT.** We will
**DEFINITELY CONTINUE ENGAGING OUR
CONSUMERS USING RIPPLES** in other campaigns
and have increased the amount of Ripple Makers to
support that.”

Sharon Sambira, Super Premium Beers Brand Manager, Carlsberg IBBL, distributor of Guinness in Israel

SALES & WALLET SHARE RESULTS

Guinness Sales & Share of Wallet

- Sales of Guinness pints increased by 26% YOY despite a decrease in total beer sales of 3%
- Share of wallet for Guinness increased by 31% YOY

	2019	2020	% YOY
Total Pints Served	33,788	32,669	-3%
Total Pints of Guinness Served	4,355	5,503	+26%
Guinness Share of Wallet	12.8%	16.8%	+31%

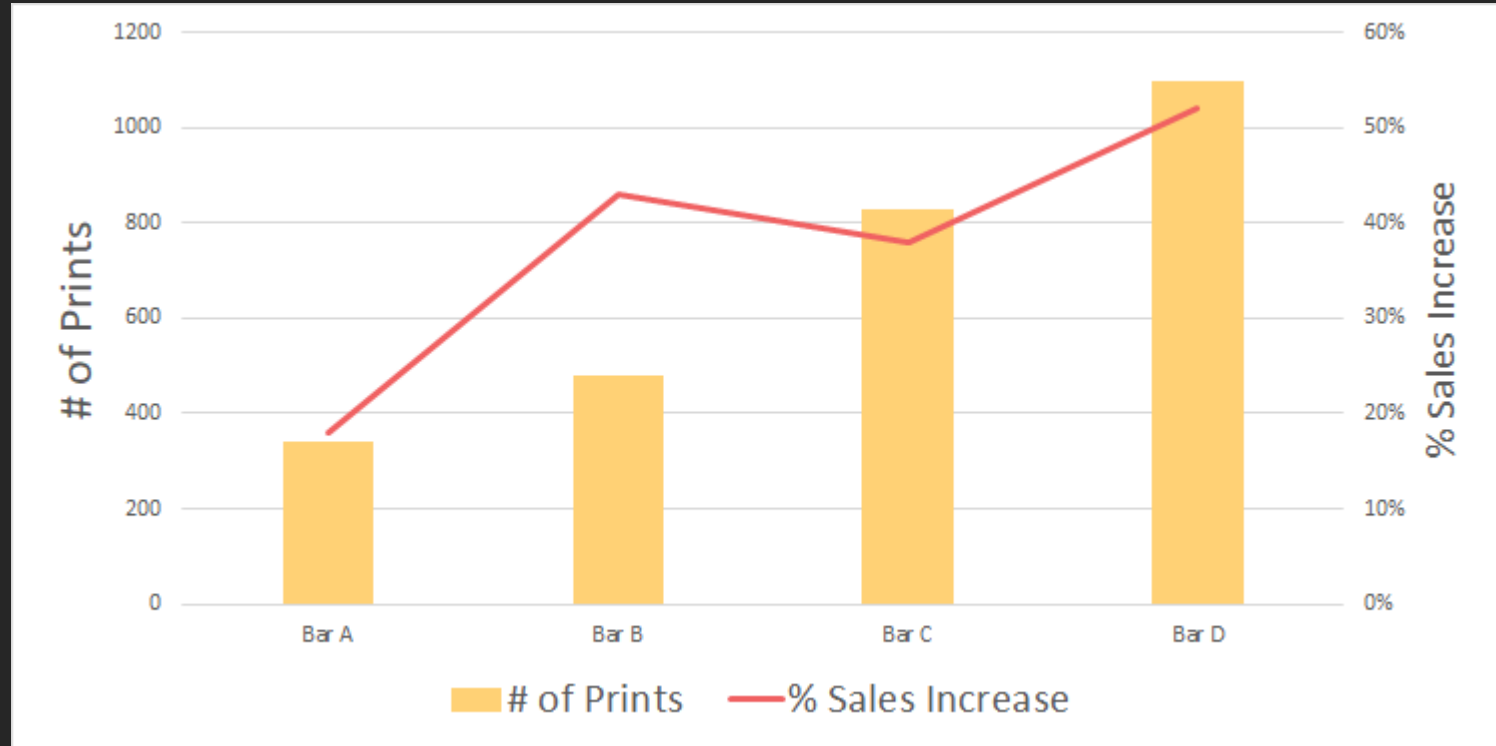
**“OUR GUINNESS SALES INCREASED BY 52%
during our pilot period with Ripples, compared to total
beer sales which increased by only 12%.”**

Asaf Shaibi, Owner, O’Sullivan’s

SALES AND PRINT VOLUME

Sales were directly impacted by print volume

Bars that used Ripples on all Guinness pints saw up to 3X increase in sales and share of wallet YOY vs. others



SOCIAL MEDIA IMPACT

- All bars saw an increase in social exposure and posts online/check-ins at their locations
- Major organic brand exposure for Guinness
- Thousands of free organic impressions and increased social reach & engagement when using Ripples



sher_mahluf



“Ripples is an incredible **MARKETING TOOL**...Beyond raising a lot of interest at the pub itself, it also creates **SIGNIFICANT BUZZ** for our business on social media. Our Instagram posts and stories get especially **HIGH RATES OF ENGAGEMENT** and our **FOLLOWERS HAVE INCREASED** dramatically!”

Moshe Nahum, Owner, Hanasi

“So completely love it. Staff loves it, customers love it.
Fun and easy to use. **INCREASED OUR SALES
AND SOCIAL ENGAGEMENT.**”

Eviatar Sadan, Owner, Sar Hamashkaot

INCREASED OUR SALES
AND SOCIAL ENGAGEMENT

**WE'D LOVE TO SHOW YOU WHAT
RIPPLES CAN DO FOR YOUR BUSINESS**

CONTACT US

sales@drinkripples.com