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

Variety of customized & branded drink designs & watermarks

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

1. Pre-Designed Content

- Brand Library: 46%
- Ripples Library: 54%

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

- Pre-Designed: 19%
- Consumer Generated: 81%

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LOGO TO RIPPLE JOURNEY

Mike's Place  

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

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>% YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Pints Served</strong></td>
<td>33,788</td>
<td>32,669</td>
<td>-3%</td>
</tr>
<tr>
<td><strong>Total Pints of Guinness Served</strong></td>
<td>4,355</td>
<td>5,503</td>
<td>+26%</td>
</tr>
<tr>
<td><strong>Guinness Share of Wallet</strong></td>
<td>12.8%</td>
<td>16.8%</td>
<td>+31%</td>
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“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
“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
WE’D LOVE TO SHOW YOU WHAT RIPPLES CAN DO FOR YOUR BUSINESS

CONTACT US

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