

# UNLEASH YOUR BRAND SPIRIT WITH BEV-TOP MEDIA INNOVATION

Yossi Meshulam  
CEO, Ripples



# VIRAL DRINK EXPERIENCES AND THE NEW ON-TRADE MARKET



# MAIN DRIVERS FOR CHANGE

- The new consumer habits led by Gen Y and Gen Z
- The impact of COVID-19 on the industry



Ripples™ original creative content  
The COVID-19 channel  
2020-Present

With Cupcake Vineyards  
At Lollapalooza & Coachella music festivals, USA  
2019, 2021



# THE NEW CONSUMER BEHAVIOUR LED BY GEN Y AND GEN Z

- Premiumization speaks to new generations
- 70 million cocktail hashtags... and counting
- Cocktails are for everybody
- Raise a toast to your health





# PREMIUMIZATION SPEAKS TO NEW GENERATIONS

“A person may not be buying a Rolex or a BMW, but they can afford an **\$80 bottle of Scotch on occasion.**”

David Ozgo

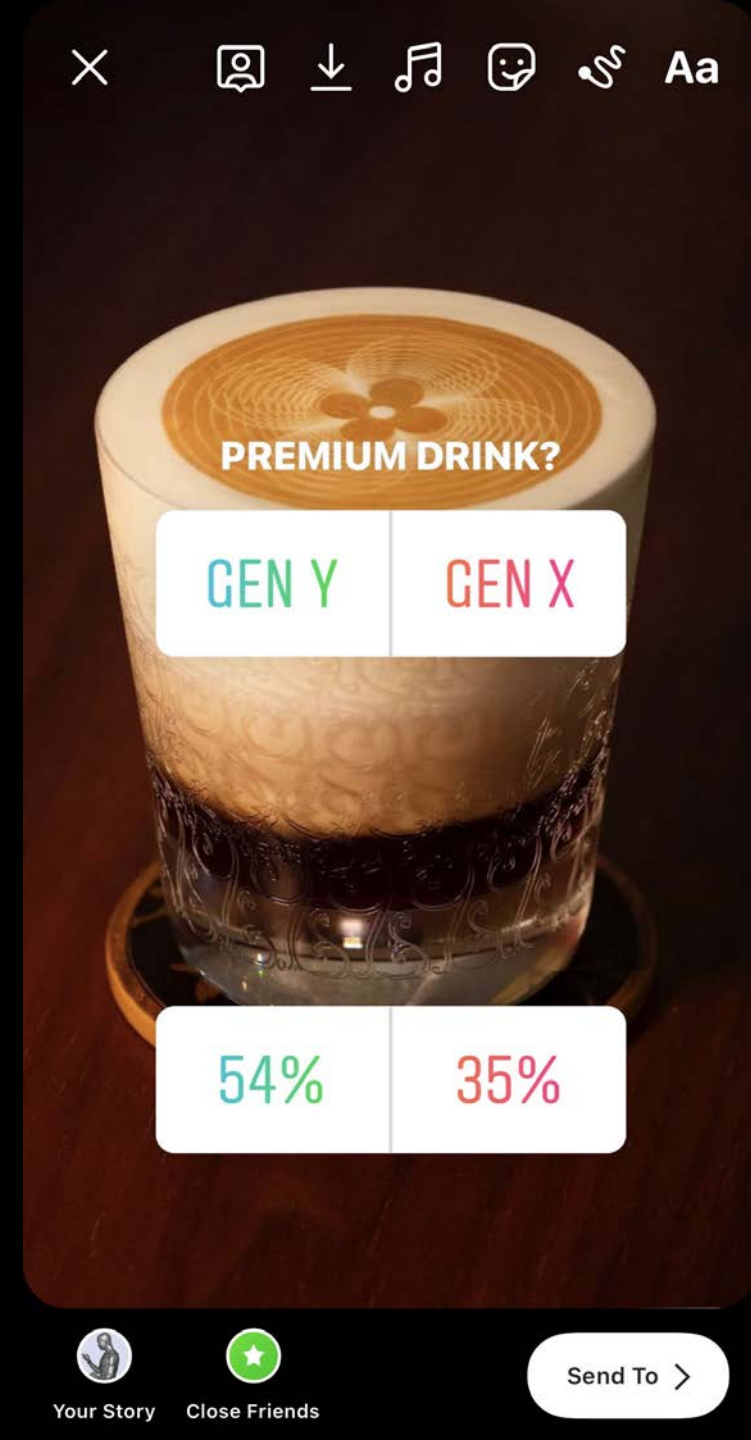
Chief economist for the Distilled Spirits Council of the United States.

Premium Saint Germain liqueur cocktail  
At Le Café V by Louis Vuitton  
Osaka & Tokyo, Japan

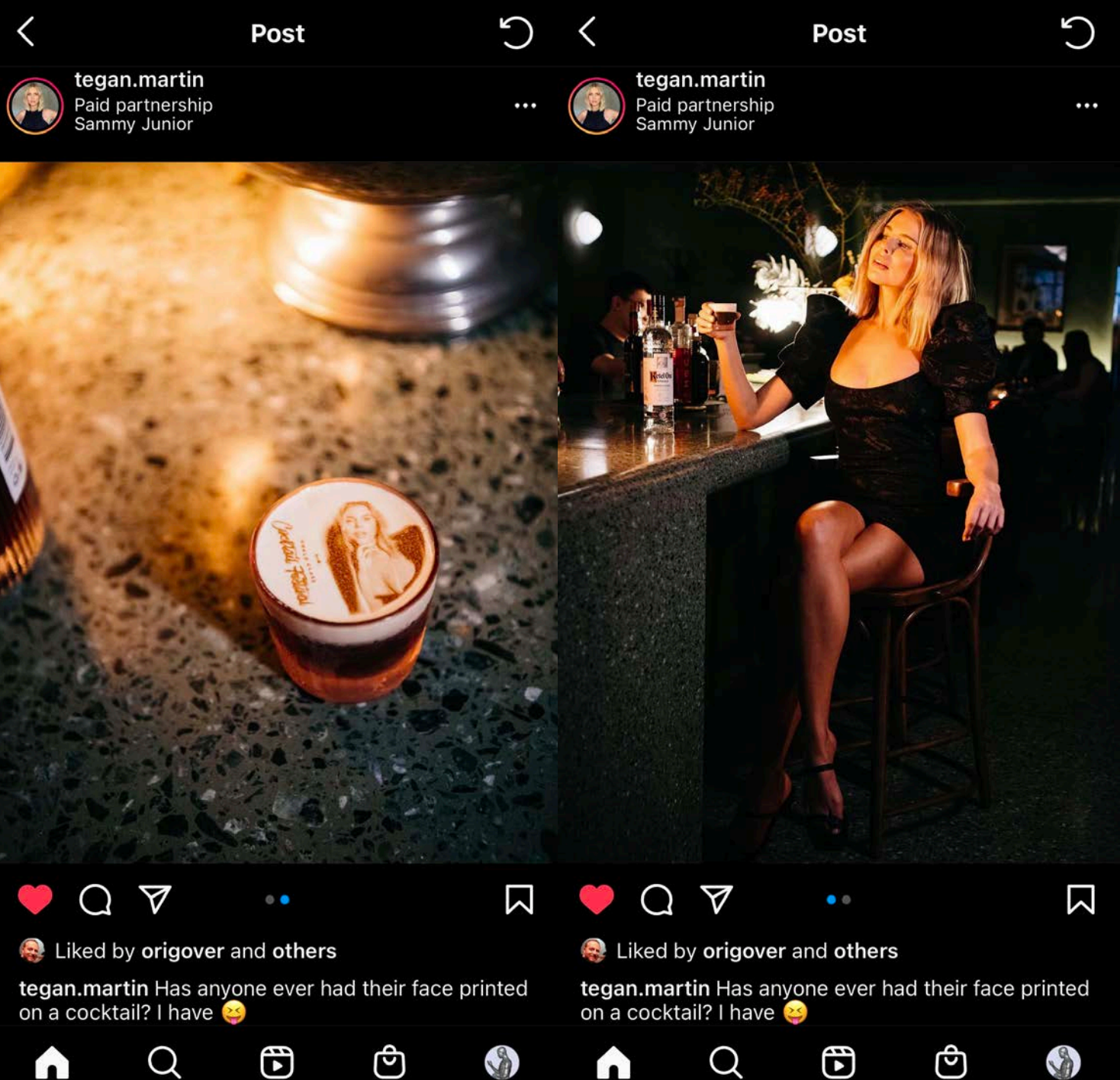


# PREMIUMIZATION SPEAKS TO NEW GENERATIONS

- 54% of 18-34 year olds are likely to choose a premium drink versus just 35% of those over 55.
- Up to 20% of adults in the UK don't drink at all, with 47% of drinkers having cut back their consumption.



# CONSUMER EXPECTATIONS



At Diageo's Cocktail Festival 2021  
Ketel One, espresso martini  
Sidney, Australia



# 70 MILLION COCKTAIL HASHTAGS ... AND COUNTING

#cocktails #craftcocktails #cocktailsofinstagram #classiccocktails #instacocktails #gincocktails #cocktailsanddreams #bestcocktails #summercocktails #cocktailsforyou #tikicocktails #londoncocktails #signaturecocktails #cocktailsathome #melbourncocktails #rumcocktails #cocktailshaker #christmascocktails #cocktailsnight #cocktailstyle #lovecocktails #handcraftedcocktails #cocktailsbar #specialtycocktails #craftedcocktails #holidaycocktails #creativecocktails #cocktailtime #nycocktails #frozencocktails #feedfeedcocktails #tequilacocktails #homemadecocktails #cocktailslovers #cocktailspecial #fancycocktails #craftycocktails #toomanycocktails #me





*How can you increase the level of shareability of cocktails made with your spirits, as well as get visibility to the spirit that is mixed inside the drink?*

# BAR DEMOCRACY

- “Women in the UK now drink 40 million more glasses of whisky a year than they did in 2010, a rise of 15%, compared with a decline of 6% among men, according to market research firm Kantar.” (Bacardi report)
- 20% of customers now keen to sample drinks that they would never have tried pre-lockdown.



# RAISE A TOAST TO YOUR HEALTH

**36%**

More than a third (36%) of consumers across the UK, France and Germany planned on enjoying more no- and low-alcohol cocktails in December 2020.

**55%**

Globally 22% consumers are drinking less, while 55% of mindful drinkers are consuming low-ABV drinks.

**-10%**

Overall alcohol consumption was set to decline by 10% in the UK in 2020, a gap that could potentially be filled by the no- and low-alcohol market.

**75%**

Almost three quarters of people worldwide plan to eat and drink more consciously as a result of the pandemic.



# THE IMPACT OF COVID-19 ON THE INDUSTRY

- The rise of at-home premise
- Take your customers on a digital journey
- Convenience with a hand-crafted touch
- Does your brand rise to the occasion?





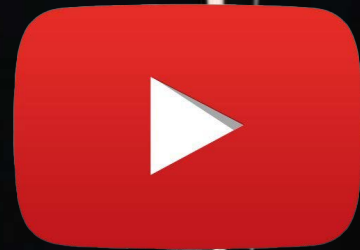
# THE RISE OF THE HOME PREMISE

*“On-trade recovery will be dependent on experience. In order to regain their share of volume, the on-premise will have to focus on delivering experiences that cannot be replicated at home.”*

Nuno Teles  
President Diageo Beer Company, USA.

**DIAGEO**

# THE POWER OF BAR THEATRE



Video courtesy of Dennis Zoppi

# TAKE YOUR CUSTOMERS ON A DIGITAL JOURNEY

The image displays three mobile app screens for a bar or restaurant. The left screen shows a 'Classic Negroni' with a price of \$35. The middle screen shows a 'Raspberry Spritzerr' with a price of \$12. The right screen shows 'THE BAR' section with a 'Basil Show' for \$17 and a 'House Gin Fizz' for \$17.00. Each screen includes a cocktail image, ingredients, preparation instructions, and an ordering button.

**Classic Negroni**  
Tangy, Bitter, Strong

- 1 OZ Hendricks Gin
- 1 OZ Sweet Vermouth
- 1 OZ Campari

PREPARATION  
Combine the Campari, Gin and Vermouth. Fill a small cocktail class with ice, then run the orange peel around the rim of the glass for extra flavor.

LOVED BY  
Nikole, Brian, Jay and 58K others.

1 \$12 ORDER

**Raspberry Spritzerr**  
Tangy, Bitter, Strong

1 OZ

2 \$35 ORDER

THE BAR

**Basil Show**  
Tangy, Bitter, Strong  
\$12.00 - Approx 5m

**House Gin Fizz**  
Tangy, Bitter, Strong  
\$17.00

# TRAVEL THE WORLD WITH GUINNESS CAMPAIGN

✕ New Design






A circular design canvas for Paris. It features a woman's face on the left, smiling and pointing towards the Eiffel Tower on the right. The word "PARIS" is written in bold, black, sans-serif font at the top of the circle.


   

Four small thumbnail images showing different design options for the Paris campaign. The first two show the Eiffel Tower with the word "PARIS" above it. The third shows the Colosseum with the word "ROME" above it. The fourth shows the Colosseum with the word "ROME" above it.






✕ New Design


  



A circular design canvas for Rome. It features a woman's face on the right, looking surprised with her mouth open, and the Colosseum on the left. The word "ROME" is written in bold, black, sans-serif font at the top of the circle. A trash icon is visible in the top right corner of the canvas.

Move and zoom





**TRICK OR DRINK ?**



**SHAKE  
THINGS UP**  
*with SMIRNOFF*  
*martini cocktails*

**ON TAP**



# MAIN DRIVERS FOR CHANGE

- Premiumization speaks to new generations
- 70 million cocktail hashtags... and counting
- Cocktails are for everybody
- Raise a toast to your health
- The rise of at-home premise
- Take your customers on a digital journey
- Convenience with a hand-crafted touch
- Does your brand rise to the occasion?











**CREATING UNIQUE CUSTOMER-BONDING EXPERIENCES**

# MARKETING PLATFORM FOR CAMAPAGNS AND EVENTS

## Valentine's Day

Express your love with a personalized message



## New Year's Eve

Counting down to midnight has never been this fun















# VIRALITY

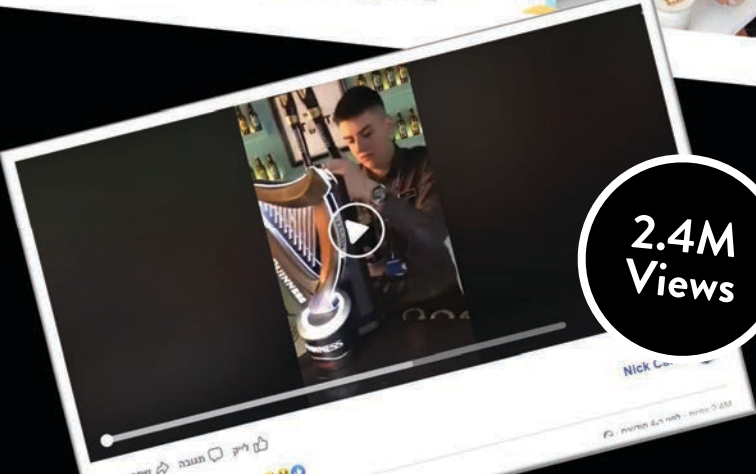
86K Likes



25K Likes



2.4M Views



118k Likes





WORLD CLASS

TAST  
FUT



**WILL HARVEY**  
GLOBAL DIGITAL INNOVATION MANAGER  
DIAGEO



WE WOULD LOVE TO  
MEET, DRINKS ARE ON US

