



ripples™

**START YOUR CAMPAIGN
WITH US AND CREATE
MEMORABLE MOMENTS
THAT GO VIRAL**



Ripples

Pioneer of a new media category named “Bev-top Media”



Introducing the Ripple Maker II



The Guinness Storehouse STOUTie

Ripples 2.0 Platform

Software

- Campaigns & activations management platform
- Ripples Content Cloud
- Ripples Web App for user-generated content
- Open API



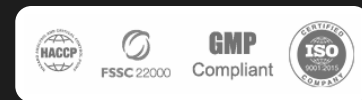
Content

- Ripples Dynamic Content Feed offers a wide variety of designs and trending themes
- Creative services by Ripples creative studio



Food Tech

- The proprietary formulations in Ripples Pods are based on natural extracts.
- All pods are developed and manufactured in our certified, state-of-the-art labs and factory.



Ripple Maker II

Ripple Maker IoT device for design selection and printing



Ripple's Campaign Management Process



Create impactful experiential campaign

Select campaign tools and push them to thousands of physical locations



Grab consumer attention

Use engaging tools and content on medium that can not be ignored



Create consumer advocacy

Give consumer a reason to share their story on social media



Obtain and analyze consumer and campaign data

Collect exposure and consumer demographics data

Brand

Nespresso and an Italian blogger
5 countries: Italy, Spain, Greece, Israel,
France | Summer campaign



Agency

Ykone- International Influencer
Marketing Agency



Execution

Nespresso Coffee
Ripples design of an Italian Blogger logo &
Nespresso logos



Objectives

Target new audience- the Millennials &
surprise customers with something unexpected
during the summer

“The Nespresso x Chiara Ferragni summer collection
and social media campaign resonated strongly with
consumers.”

SOURCE: Nestlé Reports Nine-month Sales for 2021,
Raises Full-year Organic Sales Growth Guidance



Brand

Google made with code brings the power of STEM (science, technology, engineering, and mathematics) to teen girls at Starbucks, United States, 6 months



Agency

Spark- A global experiential Marketing agency



Objectives

Drive excitement for computer science among teen girls

STARBUCKS
STORIES & NEWS



Execution

Starbucks Hot Chocolate Ripples design of personalized emojis



Brand

Travel the world Campaign , Korea
Few weeks while locked down and travel was
banned



Activity

QR code, WebApp create a personalized
design of themselves with a frame
representing a place in the world they would
like to travel to



Execution

Draft Beer
Ripples design of global frames with
countries in the world

Objectives

Targeting younger audience with fun, personalized and
engaging experience



Bev-Top Media

Used by top brands from different industries

FOOD & BEVERAGE

 GUINNESS

NESPRESSO

Budweiser

LAVAZZA
TORINO, ITALIA, 1895

CHANDON

SUNTORY
SUNTORY BEVERAGE & FOOD

TECHNOLOGY

Google

IBM

SONY



 MyHeritage

SPORT & ENTERTAINMENT

POKÉMON

Lolapalooza

EUROVISION
SONG CONTEST

FIFA WORLD CUP
RUSSIA
2018



HOSPITALITY

 Hilton
HOTELS & RESORTS

SIX SENSES
RESIDENCES

FOUR SEASONS
Hotels and Resorts

Dorchester
Collection

 THE SETAI
MIAMI BEACH

 THE RITZ-CARLTON
DESTINATION CLUB