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GUINNESS STOUTIE ACTIVATION PLAYBOOK

SEPTEMBER 2020

WHAT THIS PLAYBOOK CAN DO FOR YOU

1. THE STOUTIE MACHINE

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THE STOUTIE MACHINE

At a time when we're continuously exploring new ways to communicate and engage with our consumers, enable our customers to provide an enhanced experience for their drinkers the Stoutie machine is an exciting new addition for Zola teams nationwide.

- The Stoutie machine enables us to print graphics, messages and photos on top a pint of Guinness pint in just 10 seconds - with just a press of a button

- The Stoutie Pod is made with natural ingredients such as water, malt extract and does not contains gluten. Printing is done using a flavourless malt extract that does not have any effect on taste

- The Stoutie machine is mobile, meaning it can be taken to outlets and set-up to deliver for just one night or a number of days

- The wow-factor and ability to personalise each pint means ordering a pint of Guinness becomes more of a unique and rewarding experience, with the instagrammable pint providing social media currency and driving social engagement.
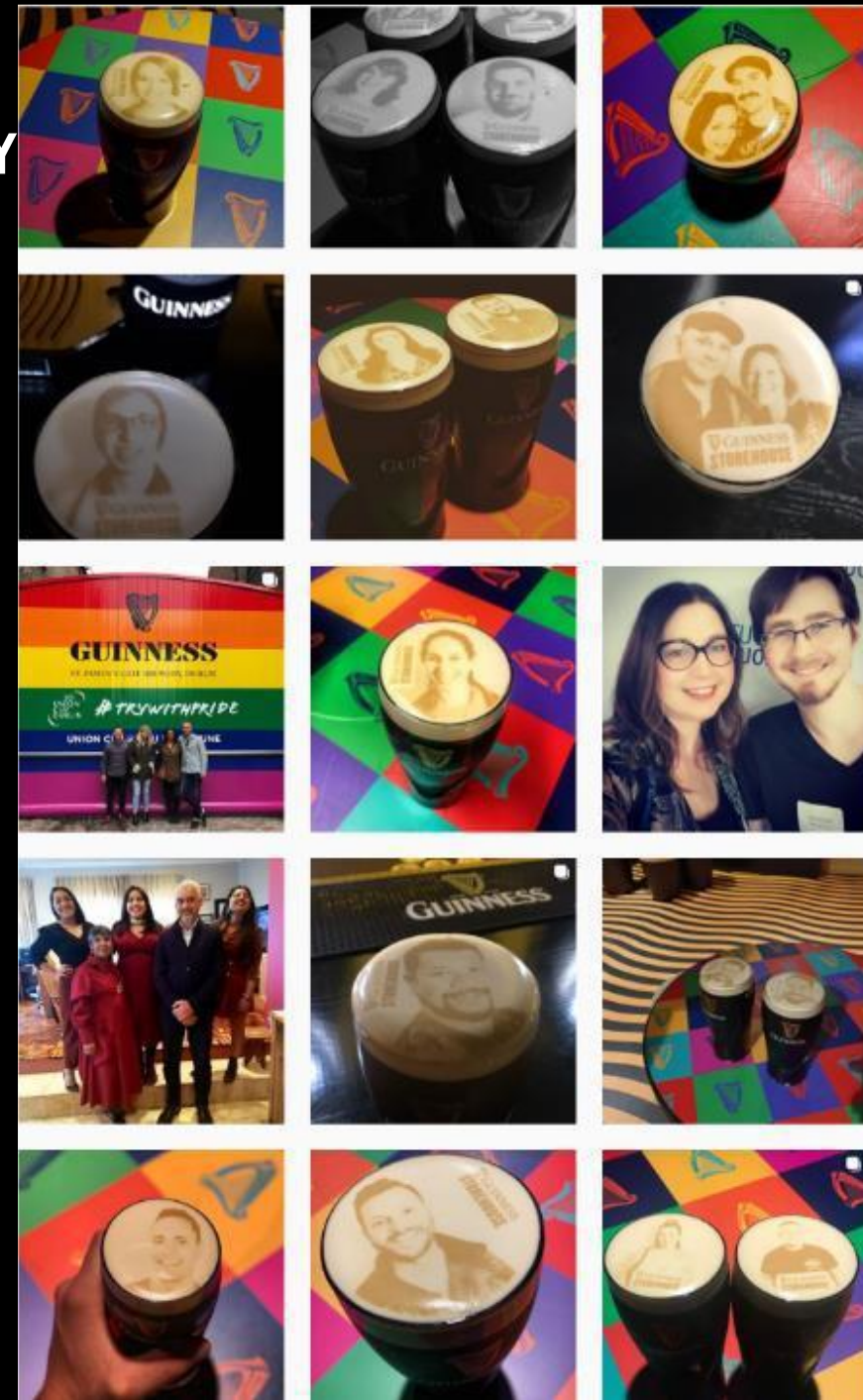
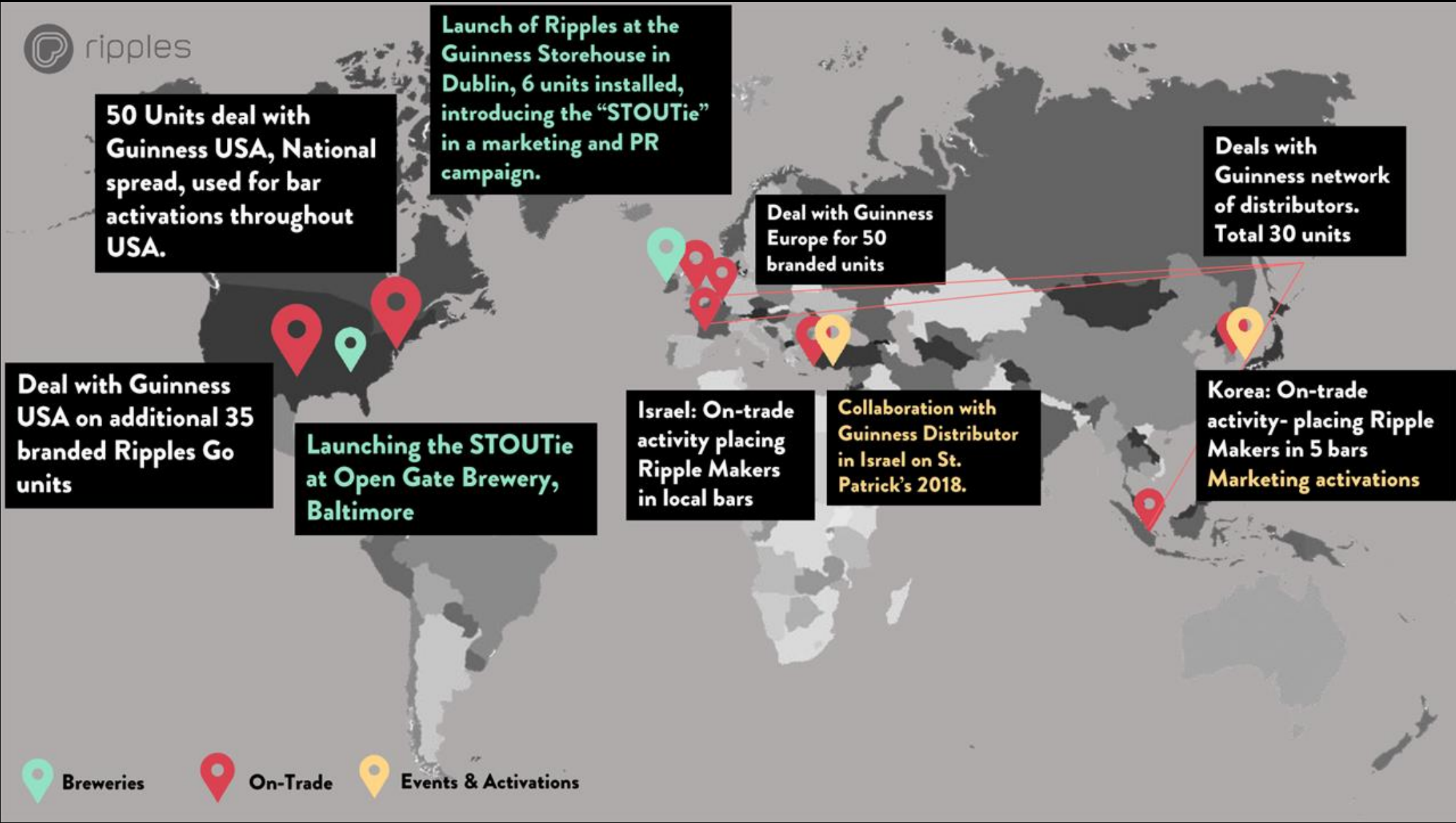# 2. REASONS TO BELIEVE/ PAST RESULTS

GUINNESS STOREHOUSE& OPEN GATE BREWERY

Launching Stoutie at Guinness Storehouse in Dublin and in Open Gate Brewery in Baltimore Visitors enjoying their personalized pints during the tour

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ripples

50 Units deal with Guinness USA, National spread, used for bar activations throughout USA.

Launch of Ripples at the Guinness Storehouse in Dublin, 6 units installed, introducing the "STOUTie" in a marketing and PR campaign.

Deals with Guinness network of distributors. Total 30 units

Deal with Guinness Europe for 50 branded units

Deal with Guinness USA on additional 35 branded Ripples Go units

Launching the STOUTie at Open Gate Brewery, Baltimore

Israel: On-trade activity placing Ripple Makers in local bars

Collaboration with Guinness Distributor in Israel on St. Patrick's 2018.

Korea: On-trade activity- placing Ripple Makers in 5 bars Marketing activations

Breweries   On-Trade   Events & Activations

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INCREASE SALES AND SHARE OF WALLET

Placing the Stoutie machines in stationary locations is a simple, scalable way to boost both sales and branding in on-trade locations.

Guinness S. Korea

50% Growing to 17 locations, 50% growth reported in pint sales and 70% increase in Guinness share of wallet, while the entire beer market showed 30% decrease in sales

Guinness Israel

35% During St. Patrick, 35% increase in Guinness sales in 6 different bars and 20% of the consumers ordered Guinness for the 1st time

Guinness Belgium

32% 1st pilot showing 32% increase in Guinness sales

Guinness US

24% 24% increase in Guinness sales in 26 location with Ripple Makers compared to locations without

Guinness UK

15% 15% avg. Increase in Guinness sales in 15 on-trade locations

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,,Our sales have gone through the roof.

We've gone from 2-5 kegs a week to 12-15 kegs since activating the Ripple Maker.

After posting a Tom Brady cocktail on our Instagram, I got 60 orders the following night.''

McSwiggan's Bar, Boston

,,Our Sales have tripled since introducing the Ripple Maker''

The Cask, Seoul

,,I've had Ripples Machine installed in my bar for three months now, and I've tripled my sales''

Tara Cook, Das Brauhaus, Florida

3. STOUTIE ACTIVATION GUIDELINE

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3 FACTORS OF SUCCESS

#2 IT'S STOUTIE TIME!

Print your selfie on a pint at the Stoutie pop-up booth

MAKE VISIBLE THE SYMBOL OF ACTIVATION

Stoutie machine must be placed near an electrical outlet, on a surface level (table, countertop, bar top)

USE PROMOTER TO ATTRACT PEOPLE

In the 1st phase of the campaign (approx. w1-2), high interest, buzz and excitement can be identified, thus at least 1 promoter is suggested to be able to draw attention to the activation and sell as many Stoutie as possible.

Priority period: weekends and busy days

PROMOTE THE ACTIVATION

- Place customizable marketing tools in POS. We provide the KV for POSM (table tent, customer stopper, flyer, open belly poster for inviting consumers) in clean version on guinnesscelebrate.com
- Social assets were made for the bars to promote the Stoutie activation

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TOUCHPOINTS TO MAKE A PERFECT STOUTIE

1. **SEARCH FOR THE STOUTIE SIGNS**
- Every POSM creatives include a campaign related QR code

2. **SCAN THE QR CODE**
- On IOS and Android devices open your Camera app and point at QR code (Some devices might require third-party QR code reader apps)

**3.** **TAKE A SELFIE OR PICK A PHOTO FROM YOUR GALLERY**
- Variety of content types with real-time user generated or pre-designed artworks are offered. Only the preset ripples are available without WiFi
- Available languages are ENG, SPA, JPN, POR, CHI, RUS, KOR, FRE, GER, based on the original language settings of the device

4. **TELL THE BARTENDER THE NUMBER YOU RECEIVED**
- Patented printing technology prints in 10 seconds
- Center pint on the Ripples logo with Guinness logo facing the left, and the Harp facing the right side of the machine

5. **ENJOY YOUR CUSTOMIZED DRINK**
- Use #stoutie on social media to share your Stoutie
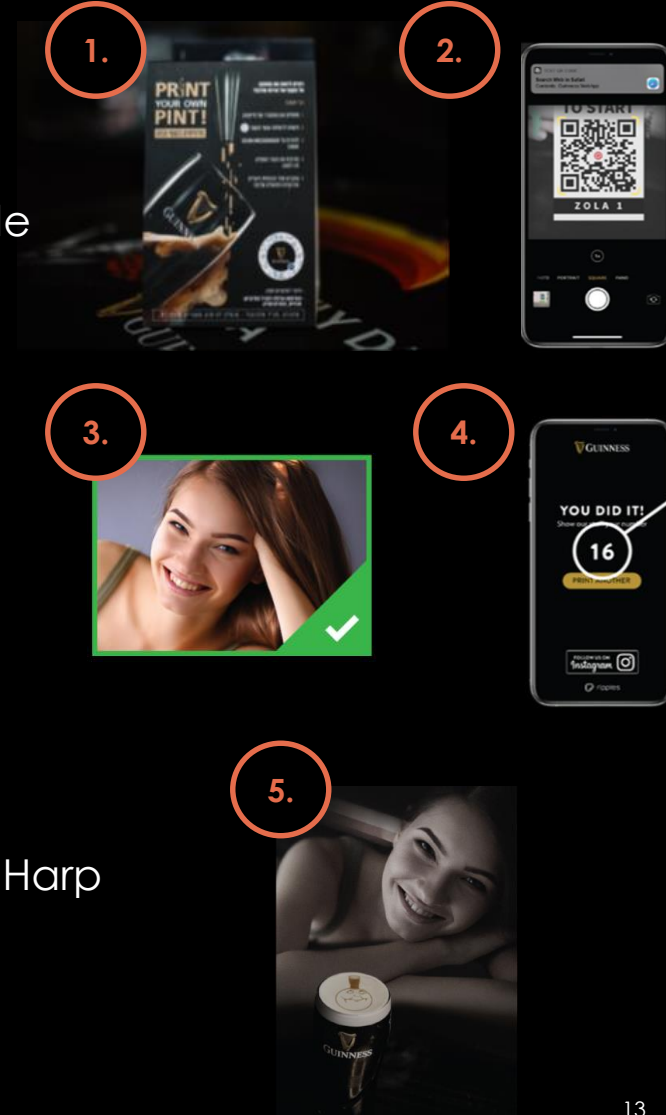
4. STOUTIE BRILLIANT EXECUTION PRINCIPLES

KICK OFF STOUTIE ACTIVATION

We identified an execution methodology which enables you to kick-off stoutie activation.

Creating buzz in social	Press coverage	Maximize scale
Influencer comm	Press event and C&E	Promoters

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EXECUTION PRINCIPLES TO KICK OFF ATOUTIE ACTIVATION

1) Influencer pre-communication
Choose 2-3 relevant influencers (in the most optimal case it should be an active media person who has a role, chef, etc). Then they post 2-3 days before the event at the same time with the #challenge activity (they ask their followers to do a challenge where the followers can reshare their own stoutie for some small prize) =>
SOCIAL MEDIA BUZZ

2) Press event
Organize a press event inviting 15-20 lifestyle media people or journalists and let them to try the Stoutie => **TRADITIONAL AND DIGITAL MEDIA COVERAGE**

3) Paid social
We provide you social assets which were made for the bars to promote the Stoutie activation

4) Promoter activity at the weekends and busy days:
Use promoters to bring the most out of the Stoutie activation. Bartenders are usually busy at the weekends we advise to use promoters to be able to draw attention to the activation and sell as many stoutie as possible.

5) POSM at point of purchase
We provide you KV for POS materials (table tent, customer stopper, flyer, open belly poster for inviting consumers)

MAKE A STOUTIE!
CUSTOMIZE YOUR GUINNESS
PINT WITH YOUR PICTURE!
GUINNESS
DRINKIQ.com
PLEASE ENJOY GUINNESS RESPONSIBLY

MAKE A STOUTIE!
CUSTOMIZE YOUR GUINNESS
PINT WITH YOUR PICTURE!
GUINNESS
DRINKIQ.com
PLEASE ENJOY GUINNESS RESPONSIBLY

5. M&E REQUIREMENTS

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HOW TO MEASURE SUCCESS?

ACTIVATION KPI:

Increase RoS by 50% in the activation nights

You are able to print 360 stoutie in an hour

6. GOLDEN RULES TO MAKE STOUTIE SUCCESSFUL

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6 GOLDEN RULES TO MAKE IT SUCCESFUL

1) TARGET HIGH CONSUMPTION (AT LEAST 30 HL/YEAR)) AND WELL- LOCATED BARS
2) SUPPORT THE BARS TO BE ABLE TO POST IN THEIR OWN FACEBOOK PAGE TO PROMOTE STOUTIE
3) USE INFLUENCERS FOR CREATING BUZZ
4) USE TABLE TENTS/ BOARDS, POSTERS TO DRAW CONSUMERS ATTENTION
5) USE PROMOTERS FOR THE BUSY PERIODS ESPECIALLY WEEKEND NIGHTS
6) MESURE SUCCESS (ROS, SOW)

7. EXCELLENT CAMPAIGN LAUNCH IN SPAIN

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EXCELLENT CAMPAIGN LAUNCH IN SPAIN

Campaign period: from mid-Sept until the end of Dec 2020

This excellent 365 communication strategy represent best-in-class achievement, shows how the key pillars of brilliant execution can be integrated to the campaign, and result social buzz on Twitter and Instagram, amplify the brand and drive traffic in on-trade.

91

Activating **91 top pubs & bars across Spain** focusing on key cities.

- **TV Sponsorship in El Hormiguero - the biggest talk-show in Spain with average 5.2M total and 2.3M target audience viewers. (***Total share of TV views 14.2%.*

- **Event collaboration** with Fever for mapping where Stoutie can be found in the country.

- A **digital** plan supporting it, including banners + **social** *(to be launched shortly).*

- An **influencer + PR** plan, *(to be launched shortly).*

- **Support by 10 coordinators** from agencies to help during activation.

- For measure success, **KPI plan per outlet** tracking monthly.

8. CAMPAIGN ASSETS

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SOCIAL POSTS

ACCESS TO DOWNLOAD

Link to assets: https://ent.box.com/s/izc4znoemluuz6bbhoqklsnynjlhjlto

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POS MATERIALS

ACCESS TO DOWNLOAD

POSTERS

TABLE TENTS

Link to assets: https://ent.box.com/s/izc4znoemluuz6bbhoqklsnynjlhjlto

APPENDIX

STOUTIE MACHINE KIT

STOUTIE MACHINE KIT

Ripple Maker

Pod

WiFi Adapter

Power cable and adapter

**Ensure you have all items prior to arriving at event **

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THE MACHINE

- 6 ft long power cord
- Must be placed near outlet
- Runs on WiFi to print personal images, can print preset images without WiFi

Parameters:

- Width: 8.5in/ 2221m
- Height: 23in /495mm

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STOUTIE MACHINE SETUP

- MACHINE AND WIFI SETTINGS-

MACHINE SETUP STEPS

I. UNBOXING & SETUP

- Place the Ripple Maker on a surface level.
- Plug into a nearby electrical outlet. Ideal position is close to bartender.
- Connect the power cord to the power input located at the back of the Ripple Maker. Plug the other end into the wall outlet.
- Unbox the Edimax (WiFi adapter) and insert it into the USB port on the back of the Ripple Maker
- Switch on the Ripple Maker by pressing the on/off button at the base of the Ripple Maker and wait for the system to boot up.

It is important to always keep the Ripple Maker on and plugged in while executing an event. If the Ripple Maker turns off, it will dry out the pod and not print properly.

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MACHINE SETUP STEPS

II. MAIN FEATURES SCREEN

- Start – Access the main screen for the Ripple Maker

- Tutorial – Access the on screen tutorial

- Ripples support contact details

- Serial Number of the Ripple Maker

- Tap SETTINGS icon to open:

    - Account name

    - Location name and address

- Refresh config - update Brand/Location and to latest Ripple Maker FirmWare configuration
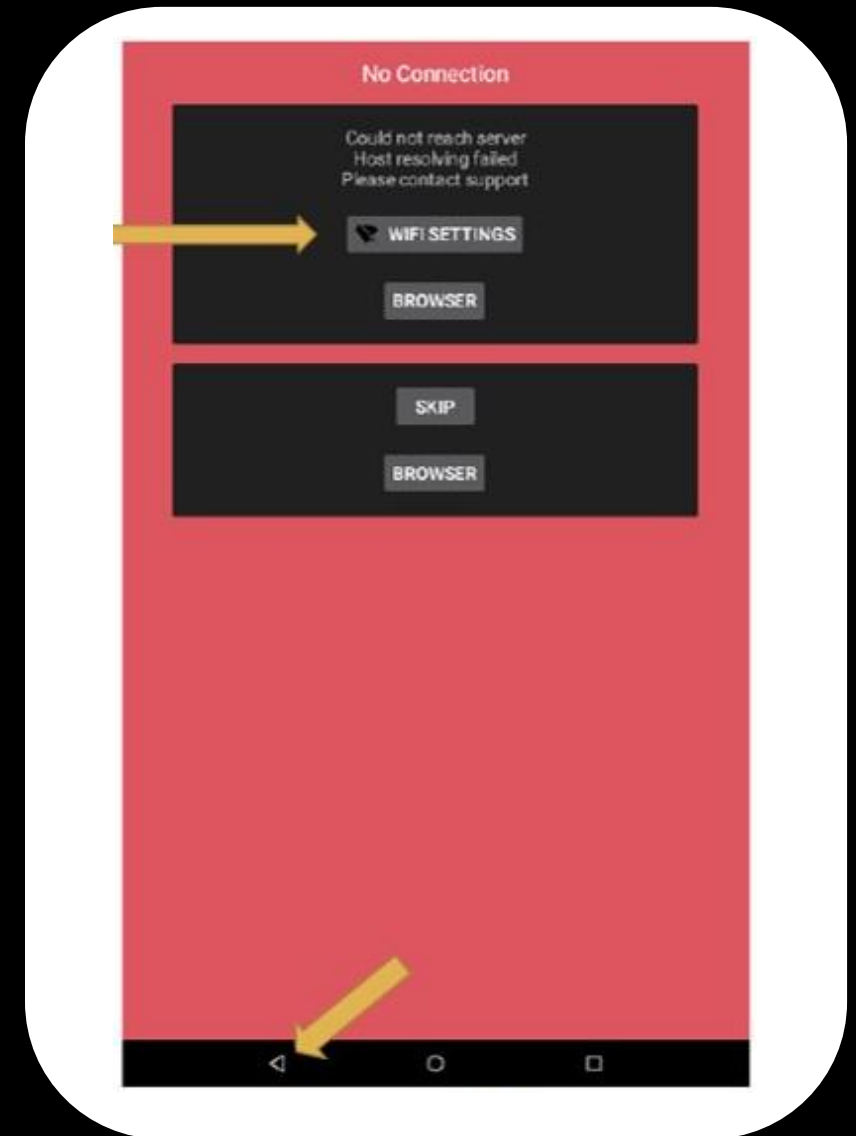
- Advances setting – Access to Ripple Maker Utilities menu

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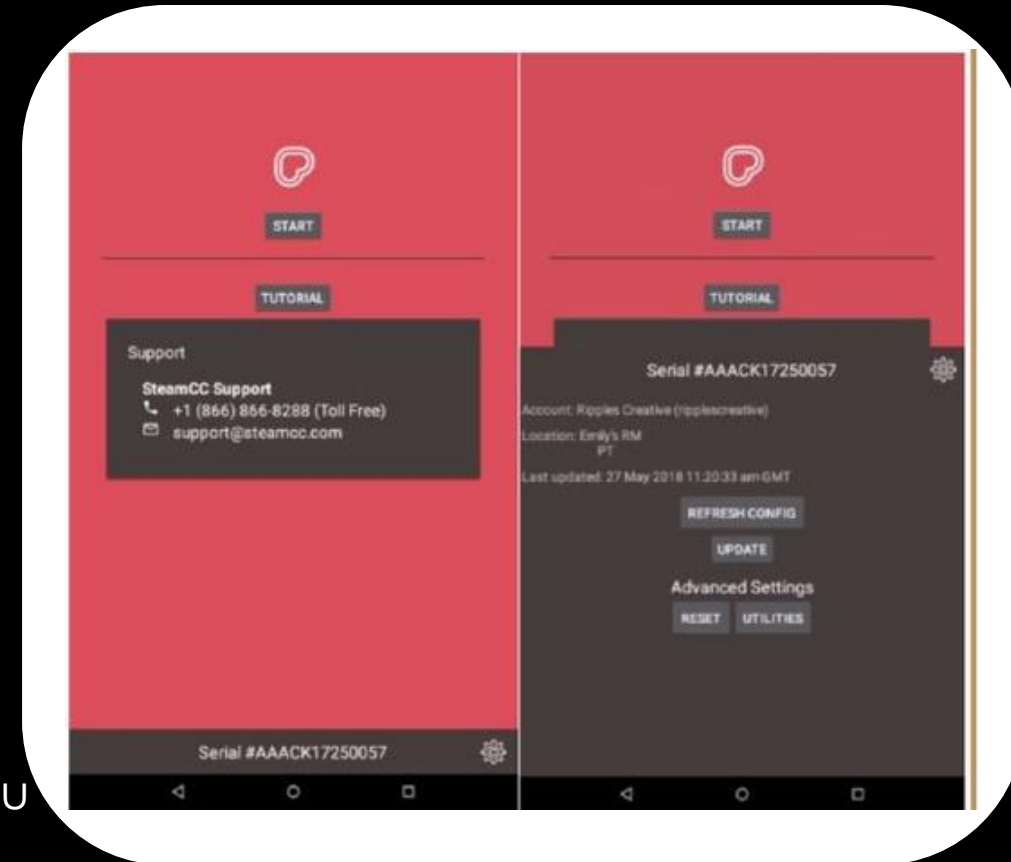
MACHINE SETUP STEPS

III. WIFI CONNECTION

- Select ,,WiFi" Settings in pop up screen
- Select your WiFi connection (If available MKTG provided MiFi)
    - Enter password
- Click connect
- Hit back button (triangle)

You can print preset Ripples without WiFi connection.

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POD INSERTION / REPLACEMENT

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POD INSERTION/REPLACEMENT

I. STEP

- Click "START"

- Click the hamburger (3 lines) in the top left corner

- Select "Replace Pod"

- Unpack the pod from box and plastic protector, make sure your pod looks like the one pictured on the right and click ,,ACCEPT"

- Swipe left through the instructions prompted on screen to install pod until you see green check mark.

Use only the replacement pod with Ripples logo as on the picture.

II. STEP

- Move top of Ripple Maker back into place

- Select "SETUP" when prompted with this:

    - Click "START" and swipe through steps prompted on the screen to test the pod

    - It will then ask you if the print was successful

    - See next slide for successful test print photos.
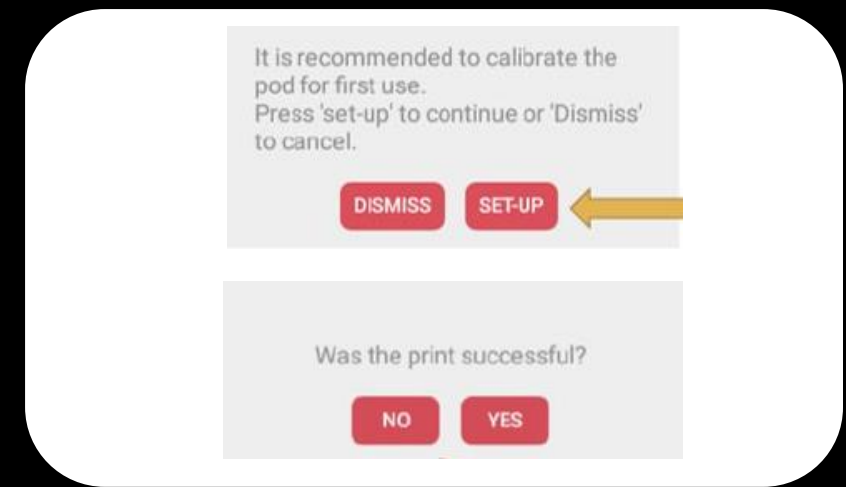
POD SETUP VISUALS

Keep plastic protective cover and box.

- Test print the new pod and expect your results to look like so, the darker the better:

How to open Ripple Maker to place new pod:
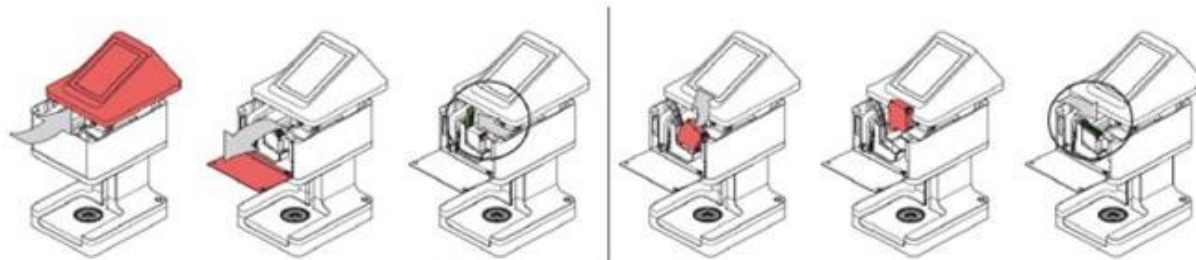
Test paper results:

- If your pod test looks like 3 or 4 pictured on the left run an Advanced Pod Setup

- Verify that there is no residues/beer foam on the Pod nozzles – look at the bottom of the Pod housing: To clean, remove pod, dip in boiling water 30 sec, dry with paper towels, and return pod to housing

- Tap the setting icon > tap utilities in the menu

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PRINTING

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PRINTING PRESET RIPPLES

- Have designated bartender pour Guinness Pint
- Center pint on the Ripples logo with Guinnes logo facing the left, and the Harp facing the right side of the machine (see photo)
- On machine screen, top on the desired image
- The machine will lift the tray and begin to print immediately

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PRESENTATION

- Hand pint to consumer with Guinnes logo facing them

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POST EVENT CLEAN UP / REBOXING

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REBOXING AFTER YOUR EVENT

CLEAN THE DRIP RAY …
if you don't, sticky malt extract will leak in transit

- Clean the Ripple Maker: Use wet ones to clean screen and drip tray

- Tap the settings icon, then tap "Raise tray for cleaning", clean underneath

- Remove and store the Pod using the original plastic cover and box

- To turn off the machine, hold the power button down for 8 sec and then unplug the power cord

- Store in a safe place and repeat
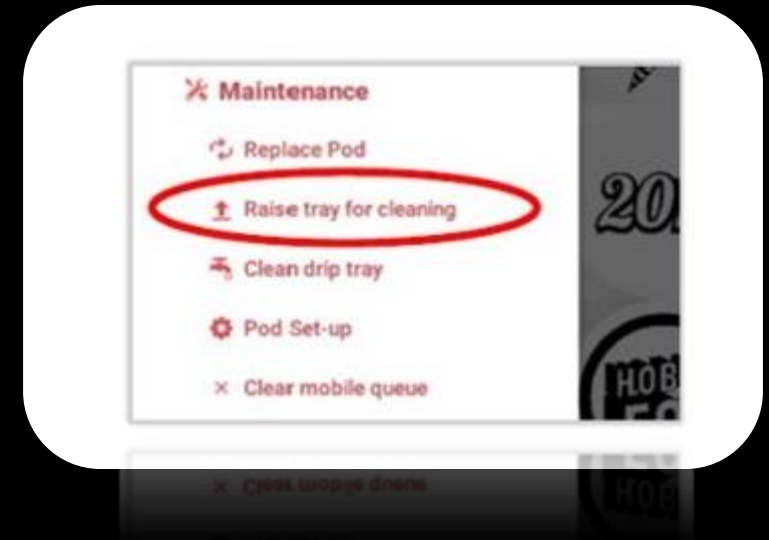
5. ADDITIONAL SET UP & SUPPORT MATERIALS

ADDITIONAL SET UP & SUPPORT MATERIALS

INTRO - SET UP		
Ripples Go - Ripples Mobility - Mobile Packs	VIDEO	https://youtu.be/2bXM8oP-hqo
Ripple Maker – Main interface Features	URL	https://support.drinkripples.com/hc/en-us/articles/360004491671-Ripple-Maker-Main-Interface-Features
Connecting Ripple Maker to Wi-Fi	URL	https://support.drinkripples.com/hc/en-us/articles/360025254752-Connecting-to-Proxy-by-LAN-cable-or-Wi-Fi

THE RIPPLES CLOUD		
How to manage and upload a design/frame to your Stoutie machine using the Ripples cloud	VIDEO	https://youtu.be/1ZvWk5nx1qk
Advanced cloud management	VIDEO	https://youtu.be/ksNqRzduuCI
The Ripples Cloud	PDF	https://support.drinkripples.com/hc/en-us/articles/360024019272-The-Ripples-Cloud-PDF
How to Change Location	PDF	https://support.drinkripples.com/hc/en-us/articles/360010559080-How-To-Change-your-Ripples-Maker-s-Location

SERVING A STOUTIE		
Guinness Intro Video: How To Get The Perfect Stoutie	VIDEO	https://youtu.be/glU6F-0nDDI
How to Send Selfies with the Ripple App	PDF	https://support.drinkripples.com/hc/en-us/articles/360030602812-Sending-A-Selfie

ONGOING MAINTENANCE		
How to Order New Malt Print Refill Pods	URL	https://store.drinkripples.com/
How to set-up a New Malt Print Pod	URL	https://support.drinkripples.com/hc/en-us/articles/360004491911-Pod-Setup
Daily Maintenance	URL	https://support.drinkripples.com/hc/en-us/articles/360004491931-Daily-Maintenance-of-the-Ripple-Maker

Ripples Go Support
Each Stoutie machine has 24 hour support from Ripples. Find your local care center number in the Ripple Maker Settings Menu, under "Support".

Call or SMS: +44 7480 488599
E-mail (for non-urgent cases): support@drinkripples.com