

#MargaritaDay

Every Day Has a Story, National Days Help Tell It.

RIPE Bar Juice

Objective

- > Taking advantage of the earned media attention from national days, RIPE Bar Juice leveraged their advertising strategy to create a campaign around [#NationalMargaritaDay](#).
- > “Capitalizing on moments in time, like this one, allows our company to increase brand awareness and become part of a bigger conversation -- and who doesn’t love margaritas!” *Keith Benoit, Chief Sales Officer RIPE Bar Juice*



- > **Inventory:** Bulletins, Digital Bulletins
- > **Markets:** Hartford, New Haven, Stratford, New Britain, Waterbury
- > **Flight:** February 17, 2017-February 22, 2017
- > **Earned Social Media:** #NationalMargaritaDay secured over 45,000 mentions and reached over 158 million consumers within the tri-state area on social media in 24 hours. @DrinkRipe mentions increased by over 133% in 24 hours within the tri-state area.