

RIPPLES™ MARKETING PLAYBOOK

Hospitality



#drinkripples



www.drinkripples.com



General Information

- The Ripple Maker started selling in 2016 in the US
- Global Availability: N. America, Europe, Asia
- Drinks we print on: Any foam-topped drink, hot or cold.
 - Hot Coffee (Cappuccino / Latte)
 - Hot Chocolate
 - Nitro Coffee
 - Cold Coffee (Not iced)
 - Matcha Tea (With a cream layer)
 - Cocktails
- What do we print with? Coffee extract for coffee, Malt extract for beer
- Our website: www.drinkripples.com
- More FAQs can be found here- <http://bit.ly/2AfPMG2>



GO DIGITAL

#1 Ripples App



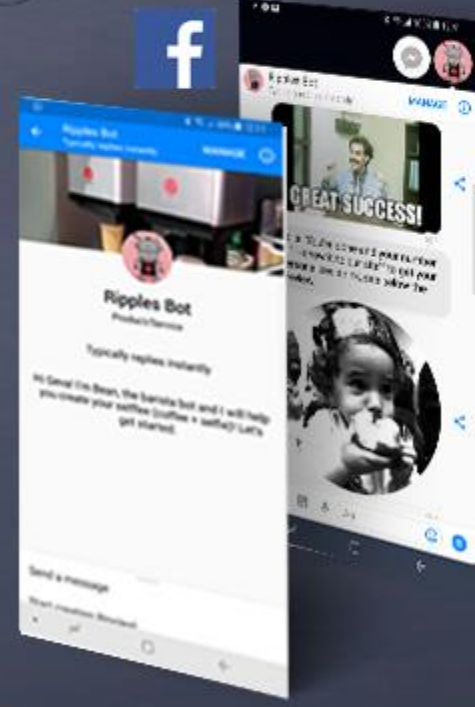
#2 Ripple Maker



#4 INTEGRATION APPS



#5 FB BOT





#3 IN-SHOP APP





Ripples Eco System

- Our free-to-use mobile Apps can be downloaded here:  
- Our apps can also be integrated into various loyalty clubs/ mobile and web applications
- With our **Ripples in-shop** app for tablets your customers can have a digital menu to choose their favorite design without impeding speed or service.
- Talk to the chat-bot- using our [Facebook Assistant](#) you and your customers can use Facebook Messenger to interact and send selfies to the nearest Ripple Maker





PROMOTE
YOUR
Ripple-Maker





Make the Ripple Maker work for you!

How to make the most out of your Ripple Maker

- **Signs** are a great way to drive awareness to the Ripple Maker and its awesomeness – give your customers a Ripples menu or instruct them to download the mobile app and send their own selfies.
- **Go Digital**– place a Ripples Tablet at your counter (let us know if you want one).
- **Serving Cocktails?** Match Ripples to cocktails to create a theme & menu
- **Social Buzz** is a great way to spread the word – encourage your customers to share pictures of their Ripples.
- **Employee Hype** is always contagious! Get your staff onboard by teaching everyone on the team how to create Ripples.

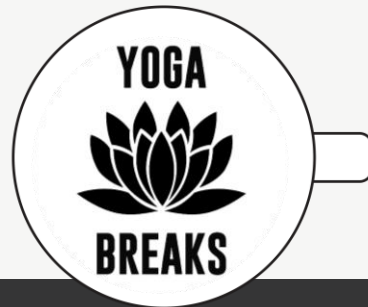




Make your guests go WOW

Content is the king!

- Ripples are memorable. Use the power of Ripples to encourage social check-ins and reviews using the right content (“Best vacation ever!”, ★★★★★, “Family time”, “Happy Hour!”, etc.)
- Get your staff onboard! Teach the team how to surprise customers and offer the experience
- Content is the king! Make sure to use location-themed content your guests will share.
- Create social media campaigns/ contests for guests to use your hashtags when sharing Ripples on social media.
- Integrate Ripples into your menu/ digital menu/ loyalty club- Ask us how.



CREATE SOCIAL BUZZ





Go social with Ripples!

- Use dedicated hashtags (#drinkripples, #instacoffee, #coffeeart) to reach far beyond your immediate audience.
- Print trending topics or engage celebrities/ influencers to gain the attention of their followers.
- Make Ripples the center of your next photo sharing competition - customers will become your brand ambassadors.
- Share, retweet and regram Ripples shared by your customers – a never ending flow of social media content is at your fingertips (just look for check-ins, hashtags and mentions.)
- Create an Instagram-friendly environment. Drinks with Ripples can create amazing buzz on social media if they're taken at a good, photo-worthy setting. Good lighting, and pretty backgrounds with your branding can lead to viral recognition!



Wow

Your guests

WITH EVERY SIP



BENVENUTA

STIR
me

IS MY
BFF

good
morn
Sun
Shi

up

me &

SM
COE

i love
you
more than
Coffee



Some Inspiration from around the world

We recommend taking a sneak peak at a few of our customers' feeds:

- [Carrera café](#)
- [Bardot bars & coffee](#)
- [Birmingham Roast](#)
- [Prefer](#)
- [Lavazza Flagship store](#)
- [Storchen Hotel Zurich](#)
- [The Setai Hotel Miami Beach](#)
- [Hilton Tel Aviv](#)
- [Rothschild Hotel](#)
- [Royal Beach Tel Aviv](#)



Watch how the Royal Beach hotel use their Ripple Makers





Video Tutorials

With our video tutorial series you and your staff can learn how to master the Ripple Maker. Learn tips and tricks, general maintenance and resolving issues with our tutorials playlist.





#Drinkripples      www.drinkripples.com

**For more marketing info and inquiries
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