

SHINY

*Apple Cider*TM

Street Activations Ontario

July 1st – Sept 30th

Presented By:

Jeremy Parsons jparsons@beerchill.com

Lizette Garcia liz@sipniagara.com



Cocktails Provided:

- **2 team members for the Canada Day Races for 4 hours**
- **3-4 team member for street teams across Ontario**
- **Branded outfits for teams**
- **Display table or branded beverage bins**
- **Delivery of product and warehousing**
- **Licensing of teams**
- **Social media postings**
- **Team product education**
- **Management of teams**
- **Photographic documentation**
- **Curating of event calendar**

Locations: NOTL, Burlington, Trinity Bellwood, St Lawrence Market, Bud ?Stage, Collingwood Pride, Lake Simcoe, Wasaga Beach, St Catharine's . London, Waterloo and Kingston

Canada Day Races x 2

NOTL and Burlington



Activation Recap

Event Name: **Ontario Street Teams**

Event Location: **Various Across Ontario**

Sampling Date: *July 1 – Sept 30* Sampling Times: **Various**

of people at event: **11k+**

Average age (age range of consumers): **19-32**

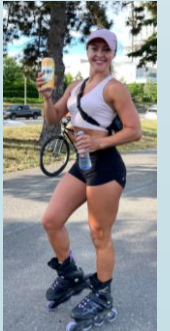
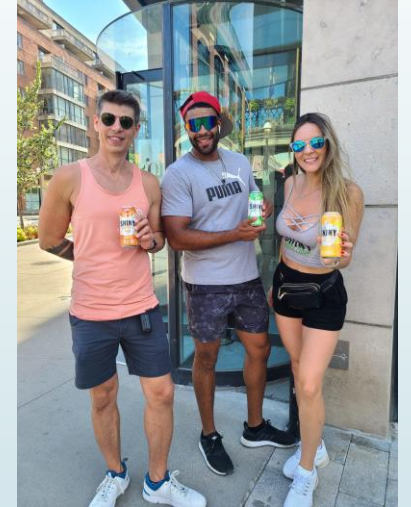
Any notes about demographic of consumers? ***In Toronto the consumers were country music concert goers, people purchasing for the long weekends, runners and university students.***

Type of event (Highlight one or add another): Casual / Formal / **Social** / Business

Factors affecting attendance or interest: **We had tremendous interest from consumers because we targeted certain locations at prime times where we knew we would be able to interact with our target consumer. The teams were always looking to hit the crowds so if an initial spot wasn't working they picked up and moved to where the action was happening. This was most effective during the Homecoming events and the Bud Stage.**

Street Team Toronto x 3

Trinity Bellwood, Bud Stage, St Lawrence Market



Street Teams Cottage Country x 3

Collingwood, Wasaga Beach, Lake Simcoe





Activation Recap

Name of product(s) served and how many of each: *Shiny Apple Cider Original,, Pineapple Mango, Rose, Peach Lite*

What was great about this event? *It was a terrific series because the best way to get someone to try a new product is to put it in their hand in a memorable way. Our teams were enthusiastic and really looking to hit up as many of our target consumers as possible and to make it an experience by handing out complimentary cider tour coasters, getting pictures with them and making their day amazing. Our targeted approach worked great since we were able to hit the right psychographic at a variety of geographic locations. 90% off consumers had their first interaction with Shiny with us over the course of 3 months which is amazing for market penetration.*

Street Teams Home Coming x 4

London, St Catharine's, Waterloo, Kingston

