

WHY STRATEGY BEATS LUCK ON ST. PATRICK'S DAY

Any alcohol brand worth its whisky knows that simply hoping for eager consumers to follow the rainbow and find the pot of gold is a waste of time. Alcohol brands need to act fast and with clear purpose to ensure their occasion based marketing efforts meet the mark. This couldn't be more true for St. Patrick's Day, where consumer spending reaches a frenzied fever pitch.

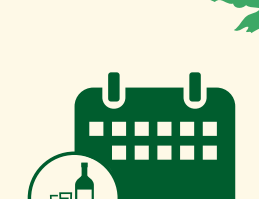
DID YOU KNOW?



88% of Americans celebrate St. Patrick's Day

\$5.3 BN

spent on St. Patrick's Day in 2017



#4 fourth largest drinking day in America

65% (and this number is trending upwards) of Americans drink



\$245 BN will be spent on beer in America

82.5% of Americans plan on wearing green



\$38 is the amount the average St. Paddy's partier will drop

\$42 is the average spend by Millennials - the highest average out of all age groups

7 ST. PADDY'S DAY TACTICS TO KEEP YOUR BRAND SEEING THE GREEN



Social Engagement

Trivia questions, incentivize sharing, user generated content, influencer marketing

Real-time Engagement

On-premise gamification, photo contests, reward on-premise purchases, text-to-enter programs with fast responses



Rewards Programs

Uber/Lyft rides, Sweepstakes getaway to Ireland, digital content (Irish artists downloads), branded swag

Content Marketing

Recipe sharing with consumers, customized videos, blogs, digital games/apps



Rebates

Cash-back, time / location dependant offers (age and state gated)

B2B/Trade Programs

Bar owner / bartender promotions
"Stock more, Earn more"



Continuity Programs

Purchase x more times (keep consumers engaged after St Paddy's Day), visit 5 different bars

Looking to run a St. Patrick's Day program? Visit us at www.snipp.com or contact us to learn more about our technology and marketing solutions.