SMALL CUP
BIG DATA
Cutting through the digital noise with bev-top media
The Future of Customer Experience in the Food & Beverage industry
McD’s Introduces Digitally Optimized Drive-Thru

“Expanding the role technology will play in our vision of creating more personalized experiences.”
Social Media AMPLIFIES conversations CONTENT
of U.S. diners said they’ve tried a restaurant for the first time because of a social media post made by the establishment itself.
94% of diners look at online reviews before they choose where to dine.
How you can use BEV-TOP MEDIA TO DRIVE BUSINESS?
Create Customer Engagement and Loyalty | Carrera Café, Los Angeles
The Stoutie
A Beer Experience Gone Viral

907 comments in 4 hours
38K upvotes
pedro_s  121 points  ·  1 month ago
Amazing investment for breweries. They can get some cool shit on the foam, people will take pictures of it and put it on social media, rinse/ repeat and you’ll surely get a return on your investment pretty quickly by all the new traffic.

dob_bobbs  12 points  ·  1 month ago
This is where advertising is at now for smart companies, throwing money at classic advertising has been a case of diminishing returns for ten or fifteen years now. Social media, yes, but using it smartly to get your product in front of millions for pennies on the dollar, that's the holy grail.
Turns Customers Into Viral Advocates ;)
Turns Customers Into Viral Advocates ;)

102 likes

anthonyboyd.graphics: Another day, Another beer.
Turns Customers Into Viral Advocates ;)

350 likes

@anthonyboyd.graphics Another day, Another beer.
Turns Customers Into Viral Advocates ;)
Turns Customers Into Viral Advocates ;)
Turns Customers Into Viral Advocates ;)

1053 likes

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Another day, Another beer.
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Turns Customers Into Viral Advocates ;)

Another day, Another beer.
Turns Customers Into Viral Advocates ;)

CAN I BUY YOU ANOTHER DRINK?

HAPPY NEW BEER

14,832 likes

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Ripples
Turns Customers Into Viral Advocates ;)

22,003 likes

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CAN I BUY YOU ANOTHER DRINK?

HAPPY NEW BEER

28,403 likes

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CAN'T BUY YOU ANOTHER DRINK?

HAPPY NEW BEER

37,561 likes

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Instagram

anthonyboyd.graphics

CAN I BUY YOU ANOTHER DRINK?

Happy New Beer

41,299 likes

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Turns Customers Into Viral Advocates ;)

CAN I BUY YOU ANOTHER DRINK?

HAPPY NEW BEER

55,532 likes

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58,432 likes

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CAN I BUY YOU ANOTHER DRINK?

HAPPY NEW BEER

60,223 likes

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63,728 likes

anotherboyd.graphics Another day, another beer.
Turns Customers Into Viral Advocates ;)
 Turns Customers Into Viral Advocates ;)

Can I buy you another drink?
Happy new beer.

93,554 likes

anthonyboyd.graphics Another day. Another beer.
Increase Beverage Sales

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

McSwiggan’s
BAR AND RESTAURANT
Ripples Secret Ingredients for
MAKING DRINKS GO VIRAL
100% Natural Ingredients
Printed on Foam
Viva Tech | Chandon
Prints in 10 seconds
Event-Related Offers
Content Business Insights

INDIVIDUAL LOCATION: INDIVIDUAL BAR

Print Stats

Social Stats

Engaged users: 9,878 | 19%
Page impressions: 1,391,234 | 7.5%

44.4 % Women
33.9% Men
16.7% Organization

"Anyone else see this wizardry?! I’m wowed when I get that on my coffee!! Had some great conversations this morning with a few cups."

souplaws78
Industry-based content recommendations for you:

Based on your selection, you may be also interested in
1. Use frames for personalisation.
2. Our new Valentine’s day channel.
3. Location based city guide channel.
4. Live stream of daily tweets and headlines.
5 Tips to Leverage Bev-Top Media and Engage Your Customers on Social

#1 Keep It Real
#2 Use Hashtags
#3 Co-Createn
#4 Talk Back
#5 Play the Game
Is Your Drink Still Naked?
Thank You!

Visit us!

Booth 8816