



**FOR IMMEDIATE RELEASE**

## **SMARTPHONE TECHNOLOGY REWARDS HALLOWEEN REVELERS FOR MAKING GOOD DECISIONS**

*Campari America, Kiip, Lyft Reprise Award-Winning Social Responsibility Campaign*

**SAN FRANCISCO (October 26, 2015)** – Campari America and Kiip, the mobile rewards platform, want to keep all ghosts, goblins, and witches safe this Halloween. The two companies have teamed up once again to promote responsible drinking and social responsibility by offering consumers credits for the popular ridesharing application Lyft this Halloween, making sure everyone has a safe and secure ride home after a Saturday night of costumed merriment.

Using Kiip’s “Moments Targeting” technology, Campari America can engage Halloween party-goers at the most relevant moment when it comes to drinking responsibly: before the ride back home. Part of the company’s ongoing social responsibility campaign, the initiative encourages and inspires positive decision-making after a night on the town.

### **How it Works**

Kiip leverages real-time location and timing data to determine when legal drinking age mobile users are apt to drink. As a result, when someone is on a Kiip-enabled app during peak drinking hours – such as weekend nights, happy hours, and holidays – and in an area with a high concentration of bars and restaurants, they could receive a reward from Campari America. These featured rewards offer individuals credits for the ridesharing app Lyft, which allows users to easily order a ride home on their smartphones.

This summer, Campari America was the first company to offer Lyft credits as a reward via Kiip’s mobile platform. This is also the company’s first multi-brand corporate social responsibility initiative on Kiip with rewards powered by Wild Turkey® Straight Kentucky Bourbon and American Honey®. The successful initiative, which generated an unheard of 33% engagement rate, recently took home a Mobile Mafia Award at the Mobile Media Summit for “Best B2C Mobile Branding.”

“We saw terrific engagement with our summer 2015 campaign, so it was a natural decision to bring back the rewards program for Halloween, a popular party holiday for adults. We always strive to meet consumers where they are and help them make smart decisions. This innovative partnership with Kiip and Lyft ensures we effectively promote responsible drinking by using the power of digital technology,” said Dave Karraker, Vice President, Engagement & Advocacy at Campari America.

Kiip CEO Brian Wong agrees: “With an engagement rate much higher than our industry average, the platform is truly meeting consumers’ needs. By providing value to consumers at the moment it matters most, we go beyond simply telling our consumers to drink responsibly.”

The rewards appear in relevant apps which include Mixology, Mixologist and onthebar, as well as apps such as 365Scores, Lucktastic, and Credit Sesame. The program was created by m/SIX, a GroupM company.

### **About Campari America**

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world’s finest whiskies since the 1800’s. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari’s portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell’s Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of BULLDOG® Gin.

Campari America is headquartered in San Francisco, California. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter: @CampariAmerica and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

### **About Gruppo Campari**

Davide Campari-Milano S.p.A., together with its affiliates (‘Gruppo Campari’), is a major player in the global beverage sector, trading in **over 190 nations** around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is **the sixth-largest player worldwide** in the premium spirits industry. The Group’s portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include **Aperol, Appleton Estate, Campari, Cinzano, SKYY and Wild Turkey**. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>.

Please enjoy our brands responsibly.

**About Kiip**

Kiip (pronounced “keep”) redefines how brands connect with consumers through a rewards platform that targets “achievement moments” in mobile games and apps. This innovative approach to mobile marketing creates meaningful engagements between users, developers and advertisers. Backed by Hummer Winblad, Relay Ventures, True Ventures, Digital Garage and others, the company has raised \$15.4 million in funding to date.

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