

SWEET BABY RAY'S
GOURMET SAUCES
★★★★

SUMMER OF SAUCE

Sweet Baby Rays BBQ Sauce

During the busy summer BBQ season, Sweet Baby Ray's had an ambitious goal of finding 7,500 brand advocates to join their newly cooked-up ambassador program. The ambassadors were activated to share their favorite Sweet Baby Ray's recipes, ultimately crowdsourcing a downloadable Fall Tailgate Cookbook to be shared with friends and family.





4.5M

IN ORGANIC REACH



9,000

**AMBASSADORS RECRUITED,
EXCEEDING GOAL OF
7,500 BY 20%.**

250%

**MORE SHARES FROM THE
AMBASSADOR GROUP THAN
SBR'S EXISTING FACEBOOK &
INSTAGRAM COMMUNITIES
COMBINED**