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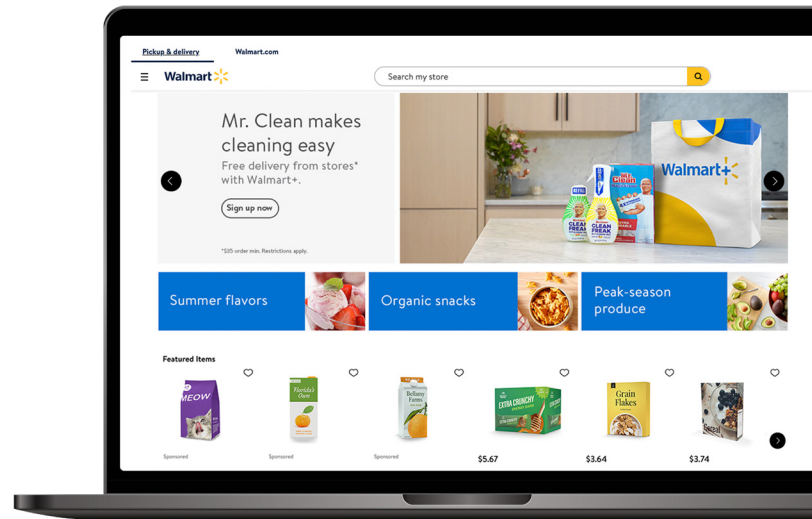
CASE STUDY | ONE WALMART

Mr. Clean pays a visit

A co-branded promotion with Walmart Connect media support

Opportunity

After a similar, successful Charmin and Walmart+ promotion, Procter & Gamble wanted to create buzz around its Mr. Clean brand, while Walmart wanted to continue promoting Walmart+.



Goals

- Awareness
- Engagement

Solution

A national influencer promotion to raise awareness of Mr. Clean products and of Walmart+, with Walmart Connect media reinforcing the message.

Big wins



75+MM

Estimated total impressions¹



1.2MM

National influencer followers²



Double-digit

Sales lift³

Sources: 1Walmart First Party data, 2021; "total impressions" reflects P&G media, Walmart media and email, and Walmart Connect. 2Dani Austin/Instagram, 2021. 3Walmart First Party data, 2021. These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent. PROPRIETARY, CONFIDENTIAL & NO ENDORSEMENT OF 3RD PARTY DATA SOURCES.

A spotless collaboration

Walmart+, Walmart marketing and Walmart merchandising teams worked with P&G to have Mr. Clean himself deliver a bundle of products to social influencer Dani Austin via Walmart+. Austin created content for her 1.3 million followers.

Paid social and Walmart Connect media reinforced the promotion.



beth_fitandover40 Omgosh I just DM'd you "is that the Mr. clean?!!" This is rad 🤩🤩🤩 pls tell him his magic eraser is the best ❤️❤️❤️
9m 1 like Reply

haleyjane.collins This was the most random thing I didn't know I needed on a Thursday! 🤔
12m 2 likes Reply



Campaign dates

June 9 – 30, 2021

Takeaway

Our One Walmart way of working aligns and maximizes the mutual business goals of Walmart and our valued suppliers.