

CASE STUDY | ONE WALMART

We made the big game even bigger

Opportunity

In 2022, **Walmart Connect** wanted to connect three **cross-category suppliers** with customers shopping for football's biggest event and position Walmart as fans' **one-stop retailer**.

Goals

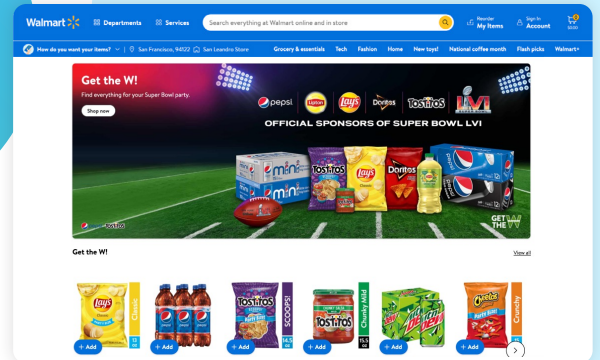
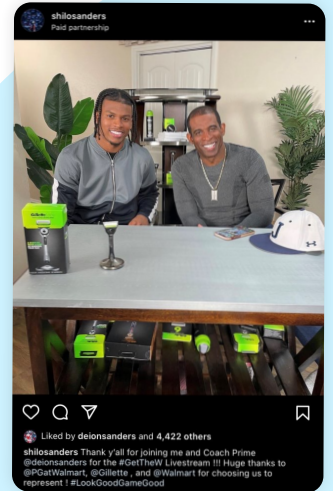
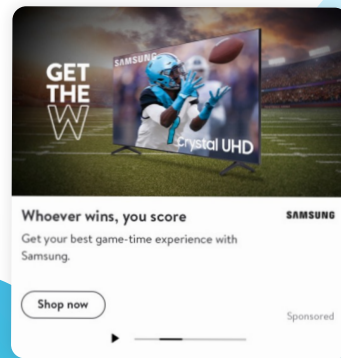
- Awareness
- Consideration
- Conversion

Solution

Get the W, an extensive, collaborative program including a supplier-funded celebrity **shoppable livestream** and **TikTok challenge**, supported by Walmart **marketing, promotion** and **retail media**.

Campaign dates

January 2 –
February 13, 2022



Big wins

8 BILLION

Total U.S. views,
#GetTheWchallenge¹

\$8.5 MILLION

New buyer impact²

3.9 MILLION

Total views,
shoppable livestream³

\$5 MILLION

Incremental sales
from existing buyers⁴

9%

New buyers²

Sources: ¹TikTok first-party data, 2022; Feb. 6 – Mar. 16, 2022. ²Walmart first-party data, 2022; Jan. 14 – Feb. 15, 2022; customers who had not purchased any of the advertised brands at Walmart for a predetermined period prior to campaign. ³Walmart first-party data, 2022; Jan. 18 – Feb. 15, 2022. ⁴Walmart first-party data, 2022; Jan. 14 – Feb. 15, 2022; includes sales of all advertised items.

PROPRIETARY, CONFIDENTIAL & NO ENDORSEMENT OF 3D PARTY DATA SOURCES

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.

CASE STUDY | ONE WALMART

Get the W activation stats⁵

Digital

1 shoppable livestream	3 emails
1 TikTok challenge	1 push notification
30 Value-added site & app merchandising placements	3 Walmart brand social posts
3 Walmart Connect media plans	20 Local social/Walmart associate spotlight posts
6 Placements within Walmart-branded BuzzFeed content	20 Value-added paid media placements
4 Affiliate editorial marketing placements	

Stores

- 1** TV Wall promotion
- 2** Walmart Radio spots

Talent

- 40** TikTok influencers
- 4** Pro football stars
- 110** Get the W influencer kits

Takeaways

- Our **One Walmart** way of working aligns and maximizes the **mutual business goals** of Walmart and our valued suppliers.
- The success of Get the W **transformed** the biggest football game of the year from a micro-moment into a **full promotional season** encompassing the **playoffs** as well.



Source: *Walmart first-party data, 2022; Jan. 14 – Feb. 15, 2022.

PROPRIETARY, CONFIDENTIAL & NO ENDORSEMENT OF 3D PARTY DATA SOURCES

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.