

CASE STUDY | ONE WALMART

# Winning Game Day

Walmart and three suppliers wanted to inspire fall football fans every way they planned to celebrate

## Opportunity

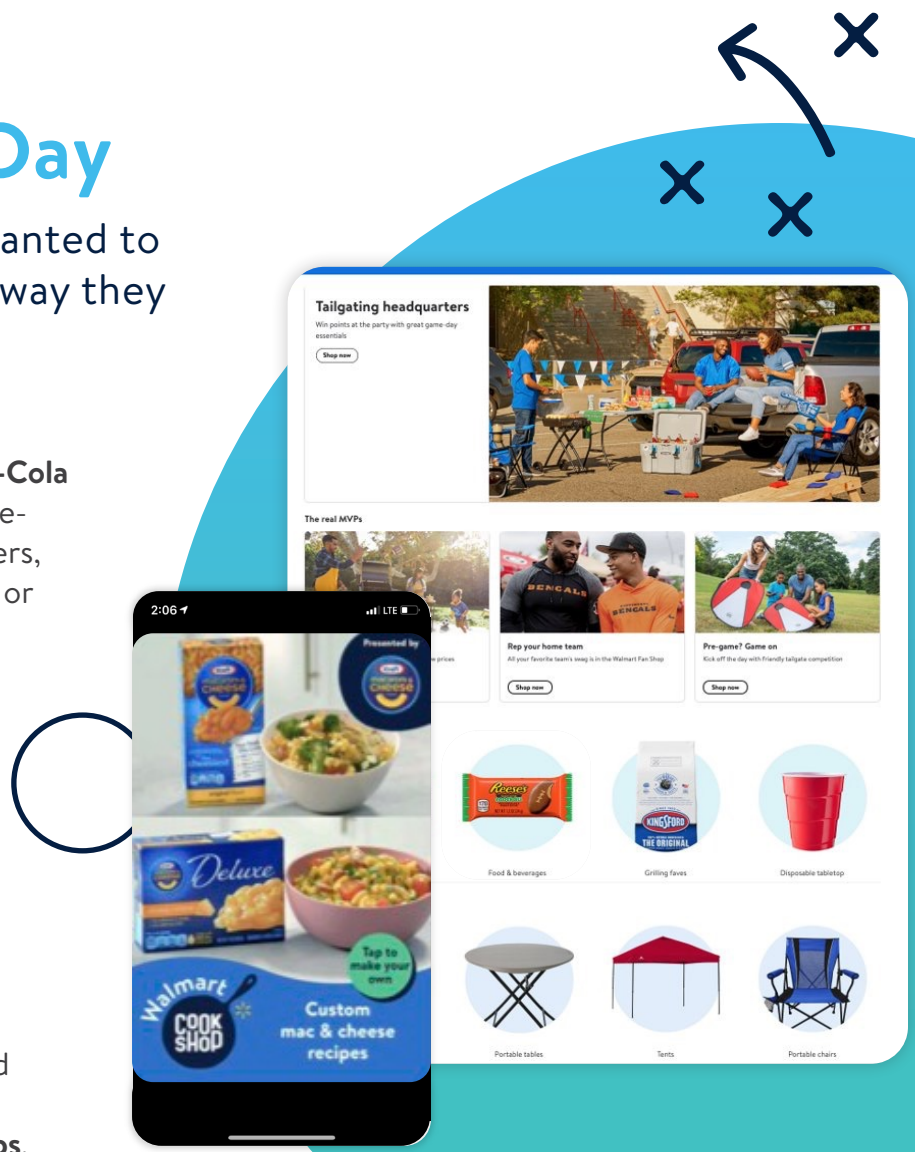
In 2021, Walmart Connect, Hershey, Coca-Cola and Kraft Heinz wanted to create a tailgate-event shopping destination for all customers, whether they were headed to the stadium or watching at home with family and friends.

## Goals

- Walmart grocery traffic
- Content engagement
- Click-through
- Product awareness
- Product sales

## Solution

An omnichannel program that encouraged customers to shop for **game day** food and beverages during their **weekly grocery trips**.



Final scores - full Game Day program

12% New buyers<sup>1</sup>

\$14.54 ROAS<sup>2</sup>

Sales lift from customers exposed to all participants' ads

Customers exposed to Game Day ads for **more than one** participant **spent more** than those who were exposed to Game Day ads for only one participant.

**KraftHeinz**

**811%** vs. from customers exposed to Kraft Heinz Game Day ads only<sup>2</sup>

**HERSHEY**  
THE HERSHEY COMPANY

**149%** vs. from customers exposed to Hershey Game Day ads only<sup>2</sup>

**Coca-Cola**

**60%** vs. from customers exposed to Coca-Cola Game Day ads only<sup>2</sup>

Sources: <sup>1</sup>Walmart first-party data, 2021; customers who had not purchased any of the advertised brands for a predetermined period prior to campaign. <sup>2</sup>Walmart first-party data, 2021; August - November 2021.

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### Big plays

Each campaign included at least one **major activation**, plus **marketing**, **merchandising** and **media**.



### Big play

Live sampling at an Arkansas Razorbacks game

### Supporting plays

- Social media with influencers
- Dedicated email
- Digital merchandising
- Local store events
- Walmart Connect media



### Big play

Celebrity-hosted Walmart Cookshop episodes

### Supporting plays

- Social media
- Email
- Digital merchandising
- Local store events
- Walmart Connect media

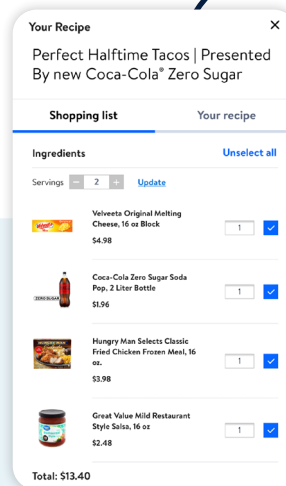
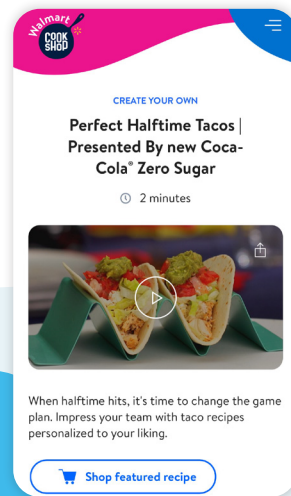


### Big plays

Walmart Cookshop episodes and Allrecipes Magazine integration

### Supporting plays

- Social media
- Digital merchandising
- Local store events
- Walmart Connect media



### Takeaways

**1** Our **One Walmart** way of working helps align and maximize the **mutual business goals** of Walmart and our valued suppliers.

**2** A **multi-supplier** Walmart program can win **even bigger benefits** for each participant than a single-supplier program can.