CASE STUDY | ONE WALMART

2022 Gamer Drop

Opportunity

Walmart's Merchant team asked Walmart Connect to help level up Walmart's annual **Gamer Drop** promotion for video game, tech and toy brands.

Goal

Holiday sales of gaming **consoles**, **titles** and **gear** at Walmart

Solution

We collaborated with **nine suppliers** and Walmart Merchant and Marketing teams on a comprehensive omnichannel program to position Walmart as the **go-to destination** for **everything gaming** during the critical holiday shopping season.

Who's in

XBOX   PlayStation   NINTENDO SWITCH   Meta Quest

ARCADE1UP   EA SPORTS FC   Funko   nacon   verizon

Program dates

October 5 – December 11, 2022

Stores with events vs. stores without

+10%
Sales Video Game Hardware

+5%
Total sales lift
Media & Gaming, Electronics and Wireless

+88%
Sales
Media & Gaming
Miscellaneous

Source: Retail Link + Walmart first-party data, Dec. 9-13, 2022; Walmart stores with Gamer Drop events vs. stores without events during the same time period.

Walmart Connect + XBOX + PlayStation. + NINTENDO SWITCH + Meta Quest

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The excitement built up to live Gamer Drop events

Gamers look forward to Gamer Drop every year. This one-day nationwide event promotes the **hottest new games** and **gear** in Walmart stores.

Walmart Connect built a custom interactive multisupplier **Gamer Drop page** on Walmart's site and app and coordinated with Walmart Merchant and Marketing teams on a **digital strategy** to get the word out.
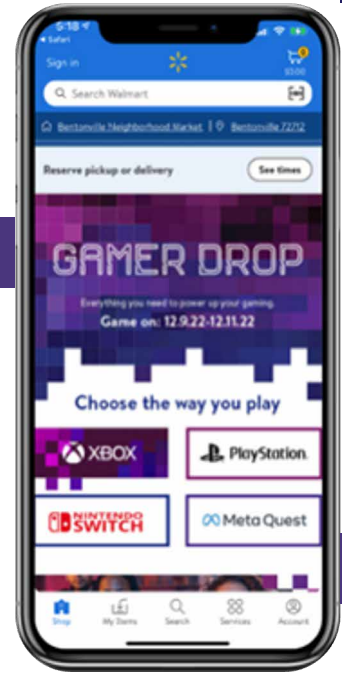
We worked with our supplier partners to put together a **premium sample box** for event attendees. Sample boxes were distributed on a first-come, first-served basis at dedicated stations and/or to pickup & delivery customers.

Event dates at participating stores

December 9, 10 or 11, 2022

Custom Gamer Drop page

Takeaways

- Our **One Walmart** way of working can help align and maximize the **mutual business goals** of Walmart and our valued suppliers.

- **Walmart Connect** can create a truly **integrated, omnichannel experience** with multiple touchpoints across the Walmart shopping journey.

Gamer Drop store event