

CASE STUDY | ONE WALMART

That warm, fuzzy feeling

Opportunity

Pair of Thieves, an apparel basics brand relatively new to Walmart, was eager to forge a strong partnership with our Merchant team, **raise their profile** among Walmart customers and **give back** to people in need.

Goals

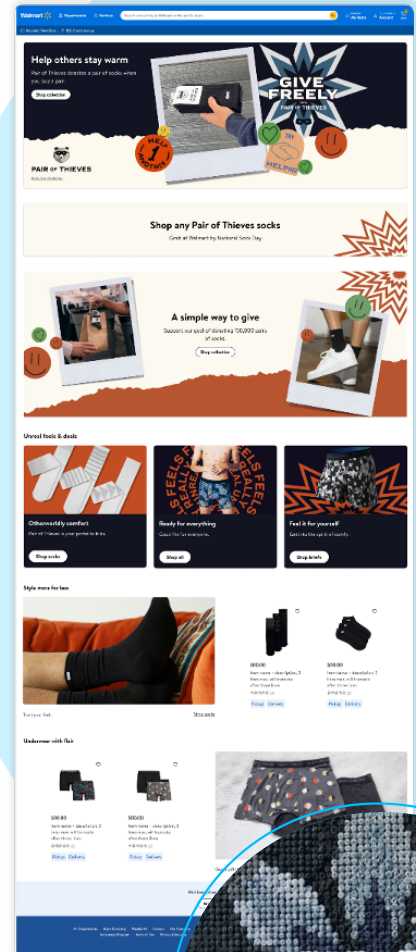
- Brand awareness
- Brand credibility
- Sales at Walmart

Solution

A holiday sock donation program that used **Walmart's scale** to promote a good cause.

Walmart Connect pitched the program and delivered a **coordinated omnichannel campaign** to support it, with onsite and offsite media, social media, a custom brand page and brand presence at live store events.

Campaign dates: November 5 – December 31, 2022



Big wins

+156%

GMV year over year, Pair of Thieves¹

+214%

ROAS vs. previous Pair of Thieves campaign¹

30.5MM

Impressions, full program²

59K

Pairs of socks donated²

3,029

Total event attendees²

80

Net Promoter Score, all events (above average compared to other surveys)²

Sources: ¹Walmart first-party data, Nov. 5–Dec. 31, 2022 vs. Nov. 1–Dec. 31, 2021. ²Walmart first-party data, Nov. 5–Dec. 10, 2022.

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The pledge

For every **pair of their socks purchased at Walmart** during the promotional period, Pair of Thieves pledged to **donate one pair** to organizations that help families struggling with homelessness.

Walmart store celebrations

Pair of Thieves was a sponsor for **community events** in the parking lots of five **newly remodeled stores** in Georgia, Arkansas, Florida and Texas.

The sponsorship included an 8-foot by 8-foot **sock mural**, created by Walmart's events partner, to raise awareness of the sock-donation campaign. Customers could interact with the mural while learning more about the program.

Custom brand page

Walmart Connect brought the program to life with a Pair of Thieves landing page on our site and app. It served as the **destination** for all onsite and offsite media traffic and included donation information and an **engaging shopping experience**.



Takeaways

- Walmart Connect can help new or smaller suppliers **build relationships** with Walmart merchants.
- Our **One Walmart** way of working can help align and maximize the **mutual business goals** for Walmart and our valued suppliers.

