

## Walmart

### Problem

How does an established retailer educate consumers about its expanded offerings?

### Solution

Use strategic messaging near the point of purchase to remain top-of-mind.

### Background

Walmart stores in California were undergoing a remodeling to expand on fresh grocery offerings. Customers in California were not familiar with Walmart's price leadership compared to other retailers or of Walmart's grocery assortments. Customers were also skeptical of Walmart's freshness and quality.

### Objective

The campaign needed to overcome the perception barrier to purchase, since consumers don't think of Walmart as a grocer. The campaign needs to have a grocery "feel" with continuous messaging and various hyper-local media touchpoints.

### Strategy

The planning agency decided to take advantage of local media formats to reach customer and drive engagement and communicate store opening date & location while reinforcing Walmart's freshness & quality.

### Plan Details

Markets: Fresno, Sacramento-Stockton-Modesto, San Diego, San Francisco-Oakland-San

Jose, Los Angeles

Flighting Dates: September - December 2010

Out of Home Formats Used:

The team cherry-picked posters, bulletins, and shelters in close proximity to each of Walmart's stores in the above markets. The plan also included king-size bus posters & full wraps in the San Francisco market.

Additionally, a customized smoothie truck toured around 12 local events across the four markets. Brand ambassadors distributed free smoothie samples made from fruit being sold at local Walmart stores to prove quality and freshness of the products to potential consumers.

### Results

Various testimonies were given by customers at each event.

