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CASE STUDY | AD-PRODUCT & MEDIA-MIX EFFECTIVENESS

Everyone's welcome

A diversity campaign for Tums



Background

GlaxoSmithKline's Tums brand wanted to highlight families from diverse backgrounds and challenged Walmart Connect to drive brand consideration with an inclusivity campaign.

Goals

- Promote diversity & inclusion
- Capture new-to-brand buyers
- Inspire brand affinity

Solution

Custom Tums Brand Page on Walmart to create an authentic, emotional connection with customers.

Big wins

+47%

New buyers¹

+9.7%

Sales lift¹

+6.7%

Conversion lift¹

+50.6%

ROAS above expectations¹

Source: Walmart First Party data, 2021.

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An authentic emotional connection

The campaign centered around driving brand consideration through authentic messaging and content featuring three American families from different backgrounds sharing their stories and recipes.

Walmart Connect used behavioral and contextual targeting to reach a broad audience of potential new Tums customers.

The campaign resulted in an influx of new buyers. Walmart Connect was able to reach customers throughout their online journey and create an authentic emotional connection between them and the Tums brand.



Campaign dates:

November 2 – December 31, 2020



Takeaway

Walmart Connect can help your brand connect meaningfully with Walmart customers to reach new audiences, share your brand story and inspire brand affinity.

