

# Good things in different-size packages

A test-and-learn for Oreo, Chips Ahoy! and Ritz Crackers

## Background

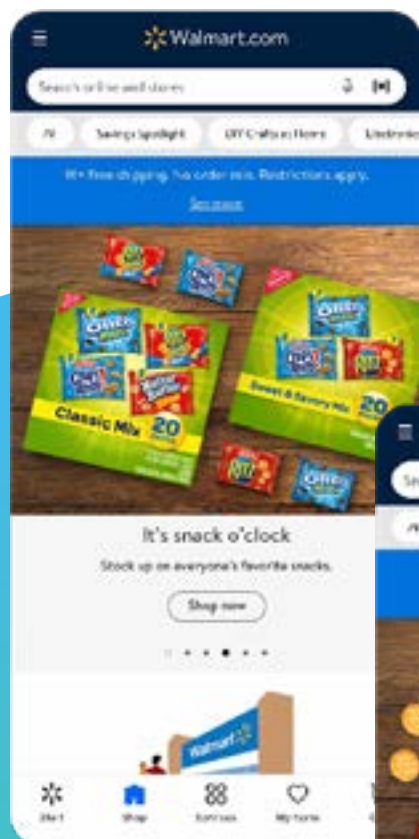
As part of a Back to School campaign, Mondelez International challenged Walmart Connect to find out whether ads for multipacks or family-size packaging would produce better overall brand lift.

## Goals

- Incremental lift
- Online sales
- New buyers

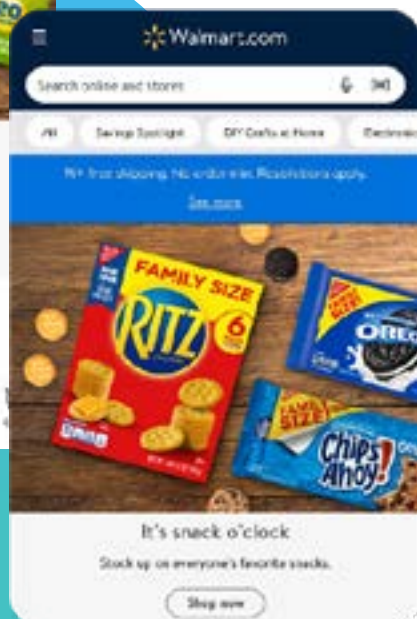
## Solution

A test-and-learn with two parallel Back-to-School campaigns, identical except for creative imagery.



## Big wins

The two campaigns achieved nearly identical sales and ROAS; each delivered a 30% new-to-brand omnichannel buyer percentage<sup>1</sup>. But the multipack campaign excelled in Walmart stores while the family-size campaign won Walmart's site and app.



## THE SNACKDOWN

### Multipack

**+2.37%** In-store sales lift<sup>1</sup>

**+7.6%** Total sales lift<sup>1</sup>

### Family-size

**+14.93%** Online sales lift<sup>1</sup>

**+12.71%** Online conversion lift<sup>1</sup>



## IT'S SNACK O'CLOCK

Both campaigns had identical budgets and targeting. They focused on increasing awareness through Homepage Lockout placements, and by targeting brand and category customers and customers shopping for lunch-box items.

○ **Walmart Onsite Display** across Walmart.com and pickup & delivery

### Placement

Homepage POV2  
Run of site

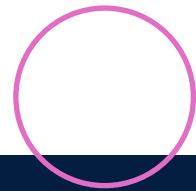
### Targeting

Behavioral  
Contextual  
Propensity

○ **Walmart Offsite Display** across the web and apps

## Campaign dates

July 15 – September 30, 2020



## TAKEAWAYS

Walmart Connect can develop custom testing to help established brands uncover new ways to meet their business goals.

Consider running complementary Walmart campaigns to achieve incremental results.