

CASE STUDY | OMNICHANNEL, ONE WALMART

# A sweet Bake Center integration

## Background

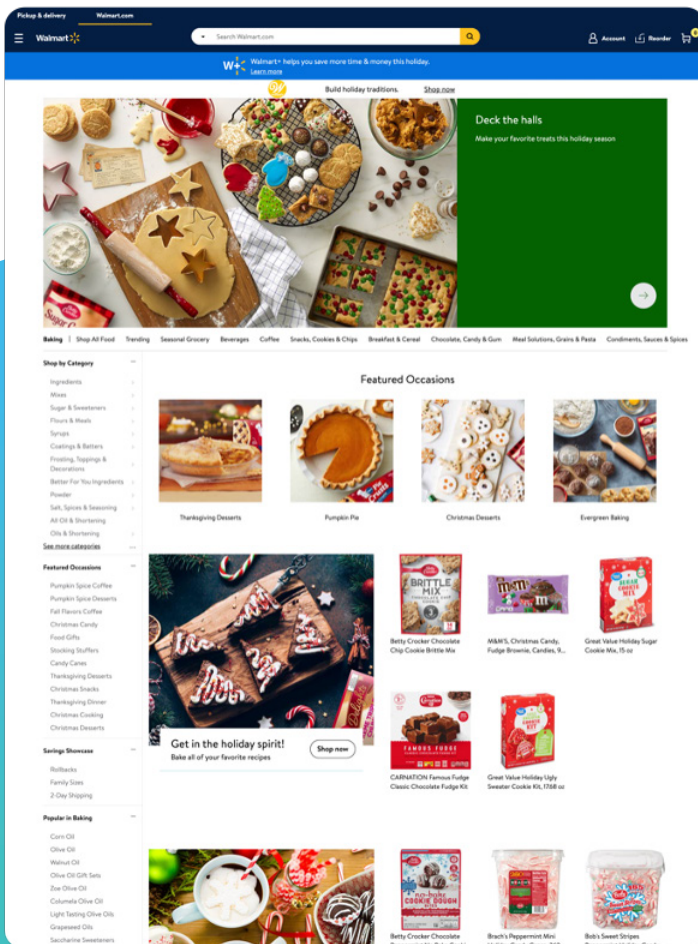
General Mills challenged Walmart Connect to reach Millennials with a Holiday campaign that captured a surge in pandemic-era baking.

## Goals

- Boost sales for General Mills brands
- Grow Walmart baking category sales overall

## Solution

An omnichannel **Holiday Bake Center** supported by onsite and offsite media that brought sweet results to General Mills – and the entire baking category.



## Big wins

### General Mills wins

**+36%** New buyers<sup>1</sup>

**+8.6%** Sales lift<sup>1</sup>

**\$14.98** ROAS<sup>1</sup>

### Walmart Bake Center wins

**+4.5%** Walmart omnichannel customers ages 18 to 25<sup>2</sup>

**+9.78%** Walmart in-store customers ages 26 to 37<sup>2</sup>

Source: <sup>1</sup>Walmart First Party data, 2021; <sup>2</sup>Walmart First Party data, 2021; vs. same period in 2019. These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.



### Testimonial

“It was great to be part of an omnichannel approach for an important partner. Walmart Connect did a great job communicating our priorities from the stores side.”

Allegra Palmer  
Senior Manager, Strategy & Business Analytics Walmart stores



### Big-batch business goals

Together, Walmart Connect, General Mills and Walmart merchant teams determined the ideal General Mills product assortment to promote in Walmart’s seasonal Bake Center hub.

These products were featured in social, offsite and onsite and given preferred placement within the Bake Center.

All ads linked to the Bake Center, which was refreshed after Thanksgiving to focus on Holiday.

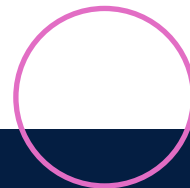
### Campaign dates

November 1 – December 26, 2020

### Featured brands

- Pillsbury
- Betty Crocker
- Chex

General Mills has submitted this campaign to the 2021 Effie Commerce & Shopper Awards.



## Takeaway

Our **One Walmart way of working** aligns the goals of our advertisers and Walmart operations, marketing and merchant teams to maximize mutual success.

Source: Walmart 1st party sales data and Experian demographic data, Nov 1st- Dec 26th, 2020 vs. previous timeframe of Nov 1st- Dec 26th, 2019. These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.