



Moments
of Goodness
A Case Study

Tasked with promoting
The Hershey Company,
we inspired sales across
all Walmart channels.

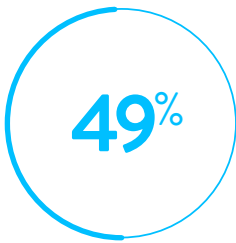
Background

In a year as trying as 2020, we needed to help our client The Hershey Company connect with an audience around their brand mission of creating more “Moments of Goodness”



Insights

Walmart customers were struggling with concerns about the pandemic as they prepared to celebrate Halloween.



were worried about coronavirus exposure



were worried about not seeing friends and family



were concerned that their children would not be able to trick or treat

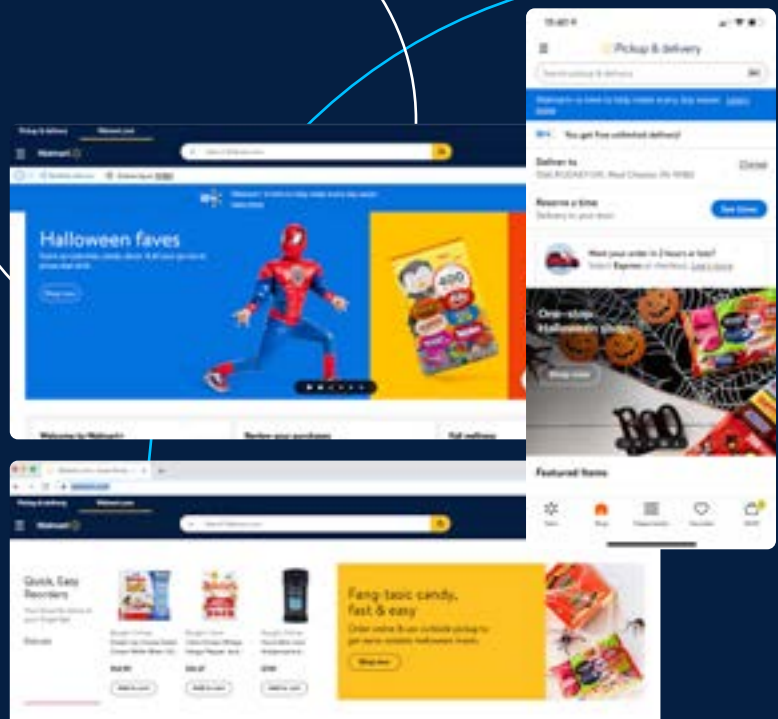
Source: Walmart 1st-party data, 2020.

Solution

Knowing people were worried about how they could celebrate Halloween, we used our One Walmart approach to help families keep their holiday traditions alive.

This was accomplished by collaborating with the entire Walmart organization and using:

- In-store experience
- Pickup and delivery
- Self-checkout
- Pinterest
- Display and search ads
- Custom brand page
- Eko (Camp by Walmart)





Sweet results

59% of purchasers were new buyers



Defined as someone who made a purchase after exposure to the Halloween campaign but had not purchased Hershey products in the previous 52 weeks.

And year-over-year, the campaign delivered significant gains in several sales metrics:

+ 225%
Incremental sales

+ 155%
Sponsored search

+ 133%
Incremental ROAS

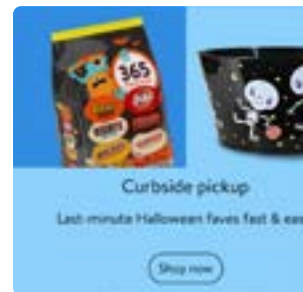
+ 73%
Sales lift

+ 30%
Ad-exposed ROAS

Source: Walmart 1st-party data, 2020.

→ Takeaway

Even during the pandemic, we were able to connect customers to “Moments of Goodness” from Hershey.



Create your own campaign with Walmart Connect to reach customers on our channels.