



CASE STUDY | OMNICHANNEL

An omnichannel taco-ver

Walmart Connect fired up a Display campaign to promote a hot new Old El Paso™ taco shell

Opportunity

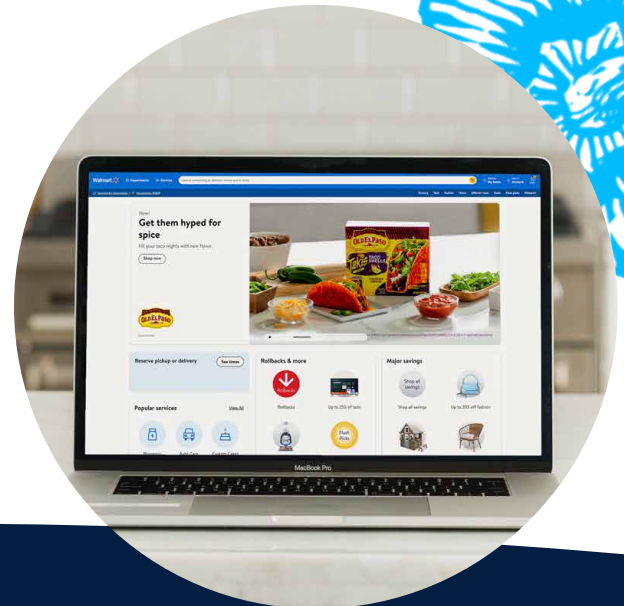
General Mills wanted to promote Old El Paso's new Takis Fuego® taco shell. As part of the Quarterly Seasonal Planning (QSP) process, General Mills and Walmart Connect partnered to promote the new, exclusive to Walmart* taco shells for National Taco Day on October 4th through the end of the year.

Goals

- Awareness
- New Buyers

Solution

A Walmart Onsite and Offsite Display campaign designed to inspire awareness and omnichannel purchase.



Spec-taco-lar results

The omnichannel campaign yielded impressive results for General Mills and increased new buyers of their Old El Paso core products by 15%².

28MM
Impressions¹

11%
Sales lift¹

10.23%
Repeat purchase rate¹

10.3MM
Unique customers reached¹

*Exclusive product to Walmart for six months after launch. | Sources: ¹Walmart First Party data, 2021. ²Walmart first-party data, comparing to previous campaigns from Apr. 1, 2020–Dec. 31, 2021. PROPRIETARY, CONFIDENTIAL & NO ENDORSEMENT OF 3RD-PARTY DATA SOURCES
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A strategy to taco 'bout

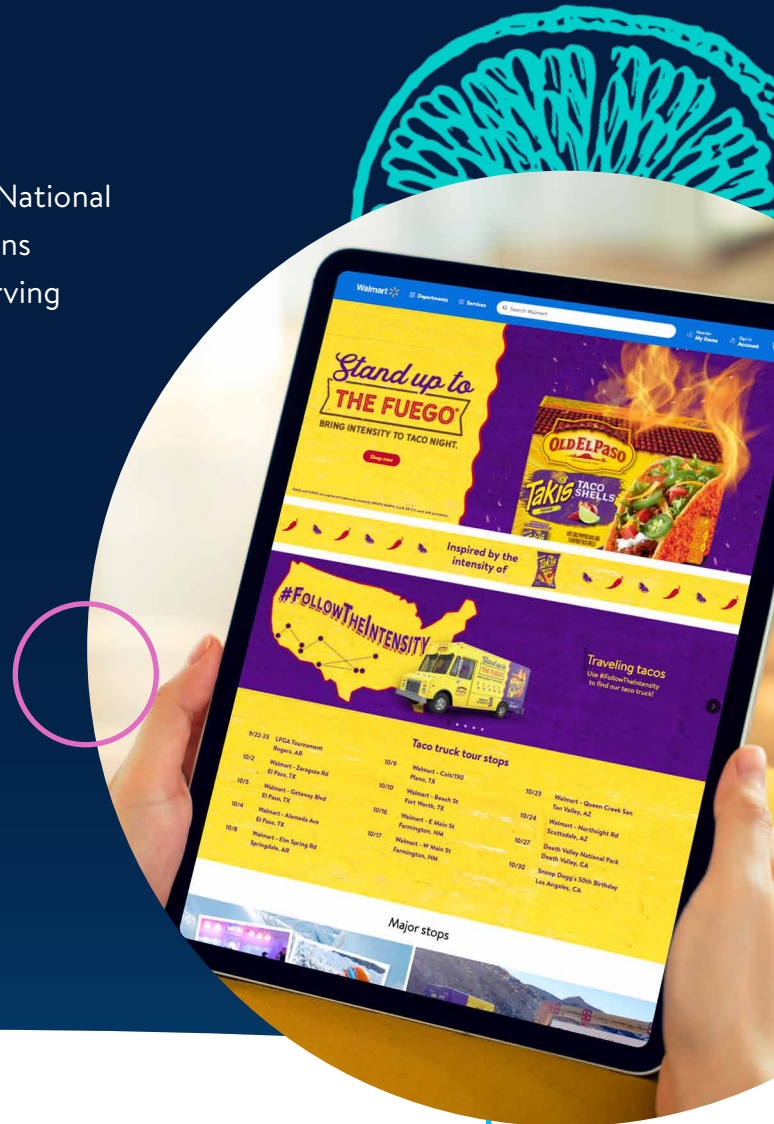
To maximize the traffic and excitement on and around National Taco Day, Walmart Connect targeted Display impressions showcasing this product innovation - and continued serving engaging ads through the end of the campaign.

Omnichannel placements

- Homepage Lockout on National Taco Day
- Custom Brand Page
- Onsite Display
- Offsite Display
- Facebook and Pinterest
- Site Merchandising

Campaign dates

September 29 – December 31, 2021



Campaign taco-ways



Coordinating investment with prominent placements such as the Homepage Lockout - with additional offline events - can drive significant growth and sales.



Capitalizing on key selling events with Onsite and Offsite can be a great way to introduce a new product to Walmart customers.



Aligning to a QSP-identified micro-seasonal program can help position eligible campaigns for incremental site placements.