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CASE STUDY | ONE WALMART

Bringing customers joy

Opportunity

For **Holiday 2021**, Walmart and five suppliers wanted to **reach customers everywhere** they shopped with us with exciting **deals** and gift-giving **inspiration**.

Program goals

- Awareness
- Consideration
- Engagement
- Seamless shopping

Solution

Joy Shop, three truly **innovative shopping** experiences, with the full power of Walmart's **promotion** behind them.

Campaign dates

November 1 –
December 24, 2021



Big wins

 **347MM**
Total impressions¹

 **9.5MM**
Total engagements¹

 **510K**
Total paid media clicks²

Takeaways

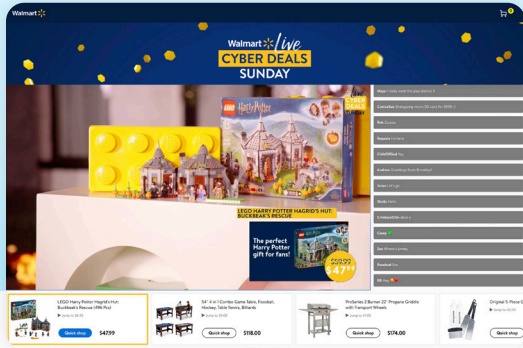
- Our One Walmart way of working aligns and maximizes the mutual business goals of Walmart and our valued suppliers.
- Developing exciting new shopping experiences, media, channels and platforms is part of Walmart's commitment to strong and lasting partnerships with our suppliers.

Sources: ¹Walmart first-party data, Nov. – Dec. 2021; includes paid media, AR lens, livestream, brand social, custom boxes, store event, PR. ²Walmart first-party data, Nov. – Dec. 2021.

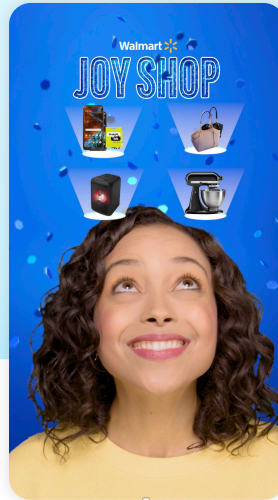
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Walmart Live x Cyber Deals Sunday



Facebook AR experience



Joy Globes live family event

Joy Shop included three exciting ways to find the perfect gift

4.1MM
views¹

Walmart Live x Cyber Deals Sunday

A celebrity-hosted **shoppable livestream** highlighted **electronics**, home goods, apparel and seasonal décor. Embedded links sent customers to Walmart to buy **Google**, **LEGO**, **Samsung** and **Straight Talk Wireless** products.

255K
clicks into
experience³

Facebook AR experience

In a first-to-market retail experience, customers browsed holiday gift ideas from **Google**, **LEGO**, **Nintendo**, **Samsung** and **Straight Talk Wireless** and used their **facial expressions** to identify items that sparked joy. Customers could then shop these products on Walmart's online **Gift Finder** page.

12,801
total
attendees⁴

Joy Globes live family event

A glowing **parking-lot event** at the Dallas-area Walmart Supercenter featured three **larger-than-life interactive snow globes**, each with a different function, with participation and/or products from **Google**, **LEGO** and **Straight Talk Wireless**.

Sources: ¹Walmart first-party data, Nov. - Dec. 2021. ²Meta first-party data, December 2021. ³Walmart first-party data, Dec. 2021.

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