

# Big Game Wins at Walmart

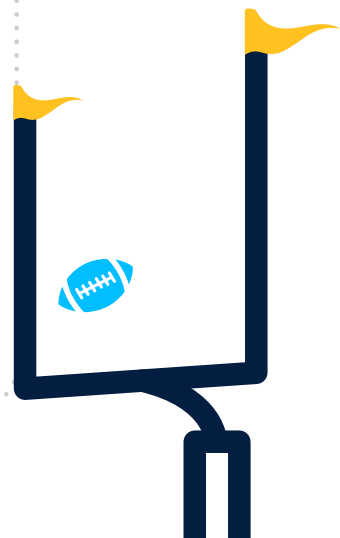
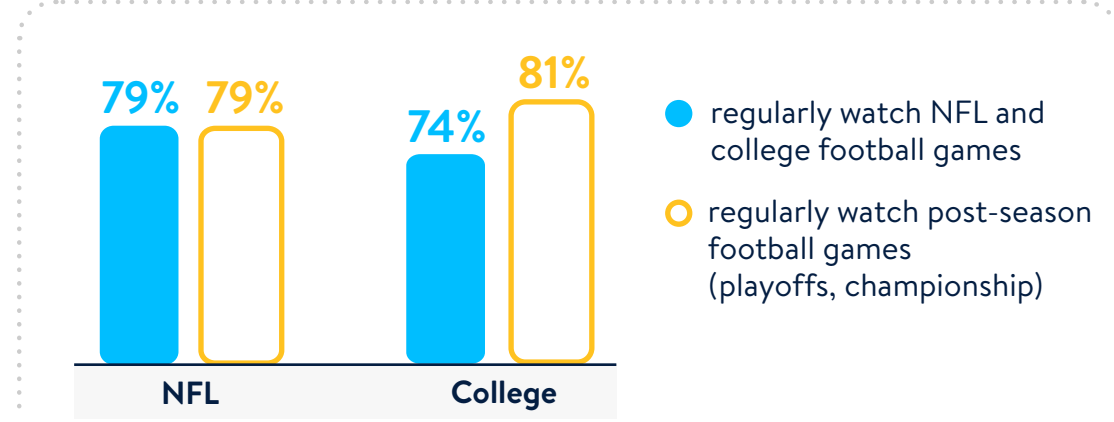
Don't throw a Hail Mary when planning your ad campaigns - score a touchdown! Walmart Connect's insights and capabilities can help you quarterback your Big Game strategy.

3 in 4 Walmart customers regularly watch the Big Game<sup>1</sup>, making Walmart a shopping destination for watch-party essentials and for reaching football fans. More than ever, American families are shopping in-store and online with Walmart for groceries and everyday low prices, including higher-income customers<sup>1</sup>.

Score big with football fans in a more meaningful way with [Walmart Connect](#).



## Walmart customers are avid football fans<sup>2</sup>:



### Tip:

Create more meaningful connections with in-market audiences as they prepare for the Big Game with a combination of sponsored search and display advertising.

## With inflation top of mind, Walmart customers are looking for ways to save for Big Game festivities<sup>3</sup>:

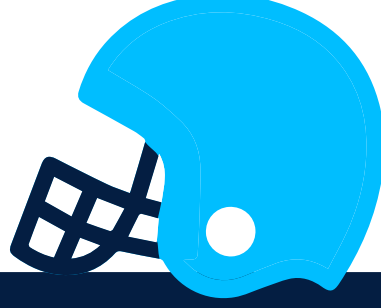
- 60% will consider buying different brands to save money
- 50% will cook dishes rather than buying prepared meals
- 35% will host a smaller group
- 25% will host a potluck

### Tip:

Use Sponsored Brands, Walmart Connects premium keyword-targeted search placement, to help increase awareness, improve brand visibility, and drive conversion for smaller brands, new brands and brands with new products.

Shoppers increasingly look to Walmart for their Food and Beverage needs leading up to the Big Game. In 2022, category sales increased both in-store and online.

### Food and Beverage 2022 Big Game Performance (YoY)<sup>4</sup>:



## Walmart customers feel a sense of excitement when watching sporting events, and food is central to the experience<sup>5</sup>:

79%

of Walmart customers feel a sense of excitement when they watch sporting events

33%

of Walmart customers say that the snacks and beverages served at a watch party greatly enhance the game day experience

## How Walmart customers plan meals when they watch sports<sup>5</sup>:



### Tip:

Weave high-performing and relevant keywords into your product's description. Use the Keyword Performance and Item Keyword Performance Reports as your guide.

For this year's Big Game, of those surveyed, 88% plan to shop at Walmart<sup>6</sup>, with food being high on the list.

With increased shopping volumes in grocery, we are continuing to make good progress on improving in-stock levels to ensure customers have what they need on game day<sup>1</sup>.

### Walmart.com

Top Big Game items planned to purchase through Walmart.com<sup>3</sup>:

- Paper goods
- Food storage
- Snacks
- Non-alcoholic beverages
- Candy
- Easy-to-make desserts

### In-Store

Top Big Game items planned to purchase at Walmart in-store<sup>3</sup>:

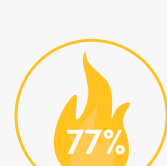
- Snacks
- Produce
- Non-alcoholic beverages
- Meat
- Appetizers
- Paper goods



### Tip:

Capture additional search traffic by using the Item Keyword Report to harvest new keywords that aren't already live in your campaigns.

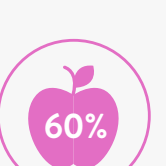
## Top types of meals Walmart customers anticipate cooking for the Big Game<sup>3</sup>:



Hot appetizers



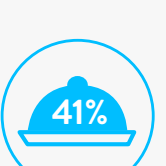
Desserts



Fruit and vegetable platter

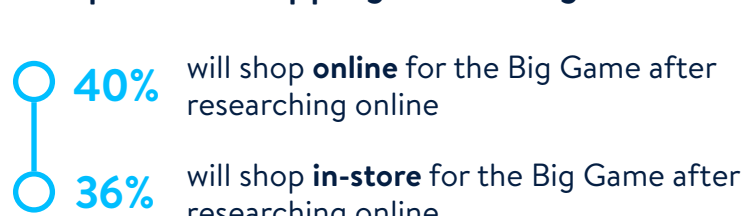


Food prepared on a grill



Quick and easy to prepare recipes

## 3 in 4 Walmart customers will research online prior to shopping for the Big Game<sup>7</sup>:



### Tip:

Check out how PepsiCo, P&G, and Samsung [Got the W](#) during last year's biggest football game utilizing an omnichannel approach reaching millions of customers.



### Tip:

Connect with foodies using lifestyle targeting and leverage expanded targeting options for display campaigns. Reach customers digitally for specific categories with in-market targeting or leverage brand affinity targeting for customers who have demonstrated a preference for a particular brand. Check out this case study [here](#).

## When Walmart customers shopping for the Big Game plan to purchase<sup>8</sup>:

16% will do their Big Game shopping **two weeks before** the game

69% will do their Big Game shopping **within a week** of the game

the Big Game

## Play defense using Walmart Connect's advertising offerings to optimize your Big Game campaigns. Here are resources that can help you reach the end zone:

- Our [2022 Holiday Guide](#) summarizes the latest products and features for your Big Game campaigns.
- This [article](#) shares customer insights, platform performance insights and campaign tips for taking advantage of deals moments – now and throughout the year.

Contact our team today to start planning your Big Game campaigns with Walmart Connect

<sup>1</sup>Source: Walmart Q3 FY23 Earnings Statement.

<sup>2</sup>Source: MRI-Simmons, 2022 Winter MRI-Simmons USA, US Population Adults Age 18+.

<sup>3</sup>Source: Walmart First-Party Data, July 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

<sup>4</sup>Source: Walmart First-Party Data, Jan. 22, 2022 – Feb. 12, 2022, Walmart Online includes Walmart.com and Pickup and Delivery.

<sup>5</sup>Source: Walmart First-Party Data, August 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

<sup>6</sup>Source: IRI Unify Growth Trend Benchmarks Walmart eCommerce vs. Rest of Online Market and Walmart In-Store vs. Rest of In-Store Market week ending 4.1.22.

<sup>7</sup>Source: Walmart First-Party Data, October 2021, Walmart Customer Spark Community, provided by Walmart Luminate.

<sup>8</sup>Source: Walmart First-Party Data, Jan. 1, 2022 – Feb. 25, 2022, Walmart Online includes Walmart.com and Pickup and Delivery.