

CASE STUDY | ONE WALMART

# Best. In. Class.

## Opportunity

To introduce America to Old El Paso Fiesta Twists, the first-ever salty snack from the General Mills brand, Walmart Connect executed an outstanding omnichannel campaign, with a celebrity spokesperson and a totally twisted stunt show.

Advertisers can use this program as a playbook to execute their own best-in-class campaigns.

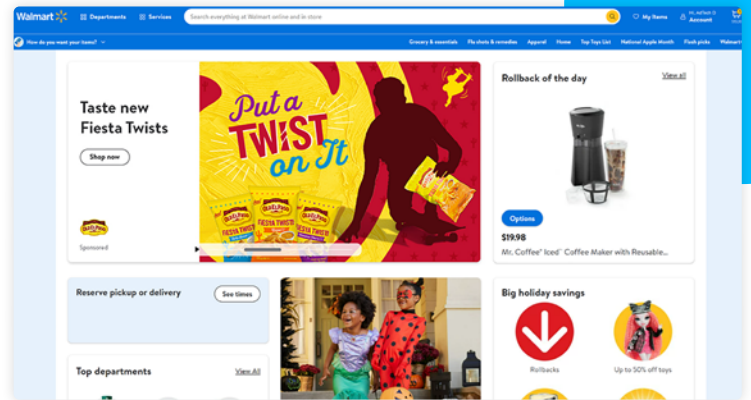
## General Mills goals

- Awareness
- Walmart omnichannel sales

## Walmart goals

- Walmart+ member acquisition
- Walmart+ member retention
- Customer experience

**Campaign dates:** October 15, 2022 - January 31, 2023



## Big wins

**19.6%**

Sales lift, ad-exposed vs. non-exposed customers

**+30%**

Event attendance over goal

**18.5MM**

Impressions, full program

Source: Walmart first-party data, Oct. 15, 2022-Jan. 31, 2023.

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### Here's what went down

General Mills gave Walmart an exclusive on their new product for the first six months and chose the perfect spokesperson: a celebrity snowboarder famous for breathtaking twists and flips.

Walmart Connect collaborated with our Merchant team to get national merchandising support for the new product on our site and app and in our stores.

This helped unlock additional Walmart Connect media and marketing support and paved the way for the ultimate campaign finale: a snowboarding and trampoline stunt show at the Walmart Supercenter in Rogers, AR.

### Fiesta Twists 360° event

We built a custom snow ramp and brought in performers, music and an emcee.

General Mills provided a food truck with full-size samples and treated Walmart+ members to a meet-and-greet with the celebrity snowboarder.



### The elements of a winning Walmart campaign



**Walmart Connect media:** October 15, 2022 - January 31, 2023

#### Walmart Onsite Display and social

- New and existing Old El Paso buyers
- Snack buyers
- Winter sports enthusiasts

#### Walmart Onsite Display

Homepage Lockout

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