

# A formula for success

## Opportunity

In 2022, during a nationwide baby formula shortage compounded by large formula recalls, Reckitt Nutrition wanted to reach parents to let them know that their Enfamil brand was safe and available.

## Goals

- Awareness
- New buyers
- Walmart in-store sales

## Solution

The team worked with Walmart Connect to run a CTV campaign through Walmart DSP to help deliver their brand message to precisely targeted audiences of new parents.



## Nurturing healthy results

10MM

Total impressions

4.3MM

Unique viewers

48%

New buyers and 27% loyalist who had purchased Enfamil products at least three times during the previous 12 months

\$10.97

ROAS exceeded benchmarks by 7X

Source: Walmart first-party data, Oct. 19–Dec. 31, 2022.

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CASE STUDY | CTV

## Campaign dates

October 19 – December 31, 2022

## Strategy

Late in the year, the national baby formula shortage left many parents struggling to find suitable food options for their infants. Enfamil found a way to reach customers who were looking to find a safe formula in stores. While they typically don't run linear TV ads, using Walmart DSP and CTV solutions allowed Enfamil to reach the right customers at the right time.

## Tactics

Enfamil ran its first offsite CTV activation, targeting Walmart customers using a variety of audience groups including formula shoppers, new parents, as well as in-market purchasers of baby bottles, baby wipes and diapers. They could then also track the impact of the campaign on sales at Walmart.



## Takeaways

- Walmart DSP can help advertisers reach precisely targeted Walmart customer audiences, with Closed-loop Measurement.
- While CTV is an upper-funnel tactic, it can contribute to lower-funnel metrics, such as ROAS.
- CTV can also help entice new audiences by delivering quality, immersive content.