







CASE STUDY

Everybody say "cheese"!

Opportunity

In 2022, Walmart Connect approached Bimbo Bakeries, Upfield and Kraft Heinz with the idea for a mutually beneficial promotion tied to National Grilled Cheese Day.

Goals

- Awareness
- New buyers
- Incremental sales

Solution

A collaborative multichannel Display campaign highlighting the three must-have ingredients for the ultimate grilled cheese sandwich.

Campaign dates

April 1 - May 5, 2022



Big wins

Overall campaign metrics

65.7_{MM} **Impressions** +33%

Incremental ROI vs. individual supplier +31%

Total buyers vs. individual supplier

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A mouthwatering market opportunity

National Grilled Cheese Day, April 12, is a lighthearted occasion that celebrates one of America's favorite sandwiches, Walmart Connect wanted to keep the grilled cheese love going with a month-long campaign centered on the three key ingredients: Sara Lee Artesano Brioche Bakery Bread, Country Crock buttery spread and Kraft Singles cheese.

Tempting tactics

Walmart Onsite Display

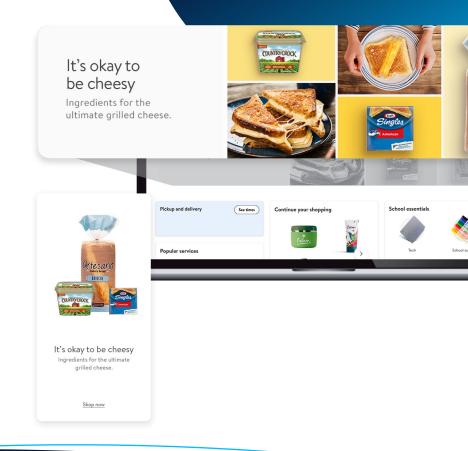
- Homepage Lockout
- Behavioral targeting (likely buyers) Bread, Fresh bakery bread, Sandwich bread, Butter & margarine, Cheese, Fresh food, Meals, Pickup & delivery
- Contextual targeting Pickup & delivery customers

Walmart Offsite Display

- Pinterest
- Retargeting (likely buyers) Bread, Fresh bakery bread, Sandwich bread, Butter & margarine, Cheese, Fresh food, Meals, Pickup & delivery

Takeaway

Co-branded campaigns let advertisers market to each other's customers and can help all participants unlock additional incremental revenue, generate more **impressions**, reach a wider base of Walmart customers and find new buyers.



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