

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



Source: Walmart first-party data, April 1 – May 5, 2022. Individual supplier is featured & halo products for Upfield only.

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CASE STUDY

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**.

