Walmart Connect + **KraftHeinz** Oscar Mayer Velveeta® Ore Ida Jet-Puffed

CASE STUDY | ONE WALMART

Summer of Kraft Heinz

A season-long One Walmart omni-campaign was a sizzling success

Opportunity

In 2022, Kraft Heinz wanted **to support six key brands** and inspire Walmart customers at multiple touchpoints through the **entire summer season.**
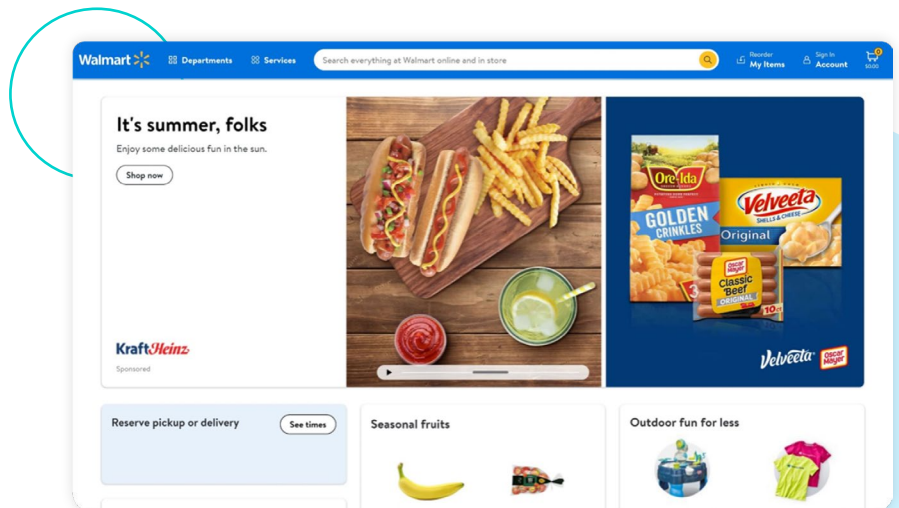
Goals

- Reach
- Incremental sales
- New buyers

Solution

A five-month, **four-campaign program** on and off Walmart's digital properties, in Walmart stores and on social media, achieved through **One Walmart** partnership.

Full program dates

May 2 – September 10, 2022

Full program wins

202MM
Impressions[1]

23%
New buyers[1]

+15.7%
Sales lift[1]

$16.04
Incremental ROI[1]

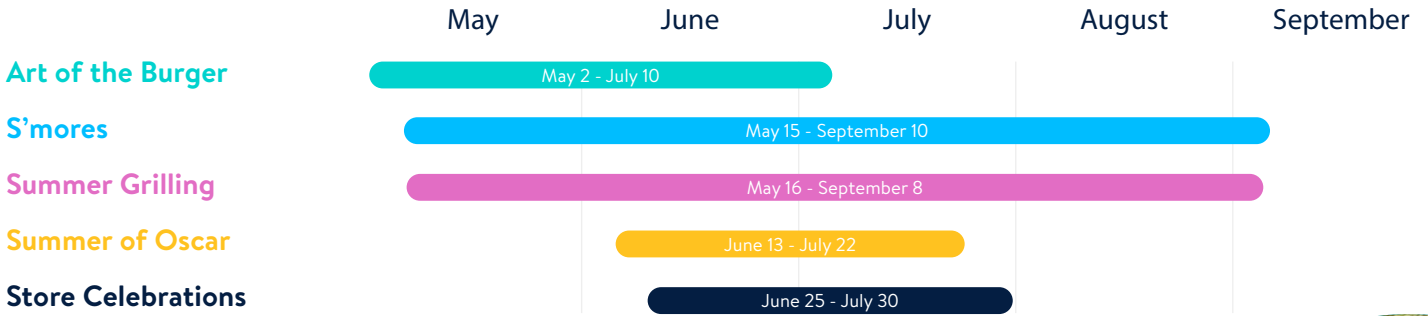**3x**
ROAS of previous campaigns[2]

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Themed campaigns highlighted Kraft Heinz hero brands

	May	June	July	August	September

Art of the Burger — May 2 - July 10

S'mores — May 15 - September 10

Summer Grilling — May 16 - September 8

Summer of Oscar — June 13 - July 22

Store Celebrations — June 25 - July 30

Walmart Connect

Walmart Store Celebrations

- Brand integration
- Sampling

Walmart Onsite Display

- Homepage Lockout
- Brand pages
- Run of site
- Sponsored Search

Walmart Offsite Display

- Walmart DSP
- Social media

Walmart marketing

Walmart +

- Co-branded banners
- Brand page integration
- Email

Walmart marketing integrations

Walmart merchandising

Food category integrations

Big Takeaways

- Our One Walmart way of working aligns and maximizes the mutual business goals of Walmart and our valued suppliers.
- A One Walmart campaign can unlock value-added site merchandising and marketing support that enhances your activations.

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