

A bowlful of breakfast buyers served up with premium CTV

Opportunity

General Mills, Inc. wanted to build awareness and boost sales at Walmart for its Cinnamon Toast Crunch™ breakfast cereal on a national level. The company was interested in applying a data-driven approach to its retail media buying strategies that would help it reach new buyers and reinforce brand messaging with loyal customers.

Goals

- Build brand awareness
- Increase household penetration
- Boost sales

Solution

General Mills launched a retail media strategy using Walmart Connect's curated premium CTV bundles that delivered high-quality video ads to streaming viewers. Coupled with our audience targeting and measurement offerings, the advertiser was able to quantify the impact of its offsite media campaigns on sales at Walmart.



Big wins

6.715MM

Impressions

\$7.39

ROAS

32%

New buyers

17.06%

Sales lift

+89%

Higher ROAS than
General Mills 2022
CTV campaigns

Source: Walmart first-party data, Jun. 5-Sep. 24, 2023 vs. Nov. 30, 2022-Jan. 31, 2023.

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CASE STUDY | OFFSITE MEDIA

Campaign dates: June 5 – September 24, 2023

Strategy

General Mills's Morning Foods department was eager to test new inventory sources and amplify existing budget strategies for national promotions of its Cinnamon Toast Crunch brand.

Walmart Connect helped General Mills enhance its 2023 CTV campaigns by broadening the approach to include different demographics and other cereal category buyers. At the same time, the advertiser wished to remain top-of-mind with loyal brand customers, so also targeted those that had previously purchased the cereal.

Tactics

The two-pronged approach helped General Mills align its national media buying strategy with Walmart Connect's premium CTV content and helped the Cinnamon Toast Crunch team ensure their ads ran against curated, full-episode content across 20+ streaming networks like NBC, CBS, Fox and Max.



Takeaways

- Walmart Connect's premium CTV bundles offer a data-driven approach to help advertisers reach new customers nationwide using messaging and brand-safe inventory.
- Using more precise data and defined demographics to inform campaign strategies can prove more effective than general targeting tactics.
- Measuring sales against CTV ad buys unlocks valuable insights on the role that upper-funnel approaches can play in reaching new buyers and retaining existing customers.
- Walmart Connect's proprietary first-party data and targeting solutions can help advertisers replicate and scale campaign strategies into other brands across their catalogs.