

Get Your Grill On

Opportunity

During a deep **data analysis**, Walmart Connect found that Walmart customers were searching for grilling needs **well before the traditional grilling season**. In 2023, we helped 16 category suppliers, representing 19 brands, capitalize on this trend.

Goals

- Extended purchase season
- New buyers
- Incremental sales

Solution

A **full-funnel, omnichannel custom program** with five weeks of **inspiration, influencers, Walmart Connect media** and **live store events**, to help our customers get grilling earlier in the year.

47%

of surveyed Walmart customers say they start grilling as soon as it's warm enough¹



Live store event

Full program results²

814MM

Impressions

+34%

Sales lift
Ad-exposed
vs. unexposed
customers

23%

New-to-brand
buyers

\$36

ROAS

Sources: ¹Walmart Spring Grilling Survey first-party data, Walmart Customer Spark Community, provided by Walmart Luminate, November 2022. ²Walmart first-party data, April 24 – June 30, 2023.

Get Your Grill On dates: April 24 – May 29, 2023

The details

Walmart Connect hoped to **inspire** and **empower** customers with everything they needed to get cooking, at Walmart’s **Every Day Low Prices**.

We developed a **media plan** for each supplier based on their media package and objectives and shared their brand messages with **Walmart Onsite and Offsite Display**.

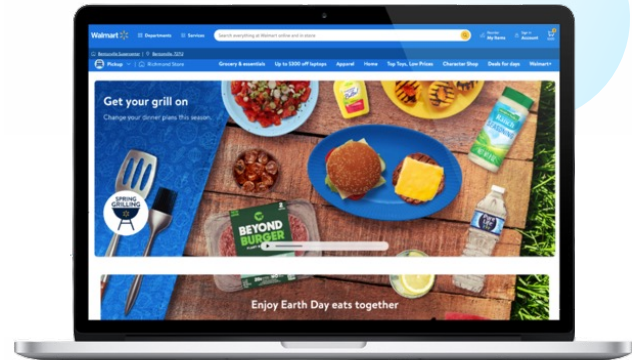
We built an interactive Get Your Grill On **custom brand page** that included all participating suppliers. Ads that linked to the Get Your Grill On page helped customers discover everything they needed for grilling season.

TikTok and **Instagram grillfluencers** helped entertain and inspire customers to buy featured brands at Walmart, with shoppable links to get them started.

Finally, we set up **live store events** each week, for five weeks, at five Walmart stores in Arkansas and Texas. Each week, we prepared a different recipe to reflect the program **theme, partners** and **featured products**.

Takeaways

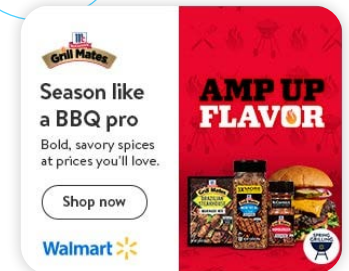
- A **multi-supplier program** can help amplify your brand message during key seasonal or category moments much **more broadly** than an individual campaign can—and at a **great value**.
- Walmart Connect can **bring suppliers together** to support a common objective that **benefits Walmart customers**.



Custom brand page



Walmart Onsite Display



Walmart Offsite Display



Live store event