

CASE STUDY



A healthy blending of customer insights & omnichannel ads



Omnichannel | June 2024

CASE STUDY | OMNICHANNEL

A healthy blending of customer insights & omnichannel ads

Walmart Connect created a branded moment for Chobani to promote smoothie recipes made with its Zero Sugar* yogurt

Opportunity

Using our first-party data to proactively identify customer shopping habits, the Walmart Connect team proposed a fresh campaign idea to help Chobani market its new zero-sugar yogurt line at Walmart.

Goals

- Drive awareness and product trials
- Gain new customers
- Increase ROAS

Solution

Walmart Connect created a full-funnel campaign that included a custom brand page on the Walmart site and ads run across Walmart Onsite Display, Walmart DSP, Pinterest, CTV and other similar formats.

**Not a low calorie food*

These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.



CASE STUDY | OMNICHANNEL

From customer data, a fruitful idea was born

“Summer smoothies” helped Chobani take center stage with healthful shoppers

In 2023, Chobani launched a new Zero Sugar* yogurt line — zero grams of sugar, 60 calories, natural ingredients and lactose-free — and was looking to connect with health-conscious customers at Walmart.

To help the Greek yogurt brand churn up campaign ideas, our team combed over Walmart’s robust first-party customer data, including past campaign sales lift reports and basket analysis.

We found that those who purchased Chobani products also often bought protein powder, oats, alternative-based milks and nut butter in the same shopping trip ...the go-to ingredients for smoothie snacks.

We proposed a summer campaign that would feed snackable content to health-minded customers, such as recipes and shoppable social ads, to establish Chobani as a nutritious additive for at-home smoothie making and help inspire purchases of the yogurt.

Campaign dates: May 1 – July 31, 2023



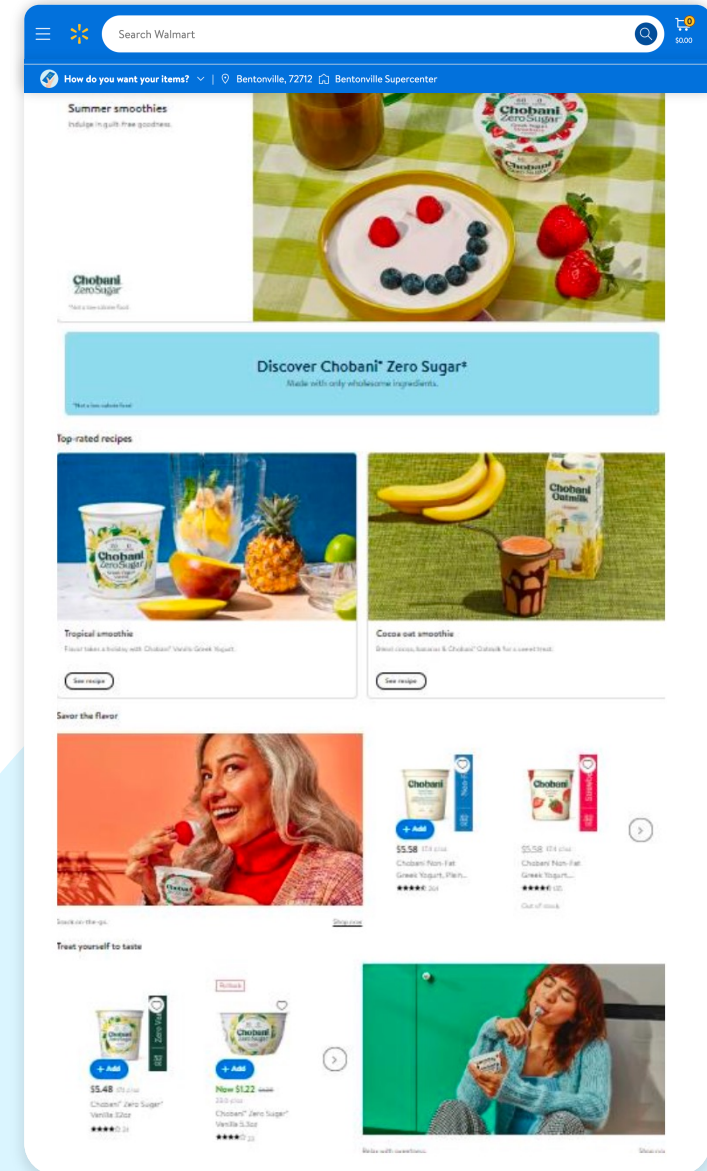
CASE STUDY | OMNICHANNEL

Core ingredient: custom landing page

We showcased health-conscious smoothie recipes made with Chobani

We built Chobani a custom brand page to help inspire yogurt purchases and healthy shopping habits.

The page compiled several smoothie recipes that included the Greek yogurt as a main ingredient, as well as a curated selection of Chobani products that customers could add to their cart with the click of a button.



These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.

CASE STUDY | OMNICHANNEL

Complemented by a selection of display, social & CTV

Chobani cherry-picked Walmart Connect solutions to showcase its new yogurt

The campaign focused on onsite and offsite solutions that were more likely to target younger, healthy living customers.

Walmart Onsite Display ads were used to grab the attention of customers as they shopped for similar products or brands.

Offsite ads delivered content focused on raising awareness and inspiring consideration with **display** and **Pinterest** social ads, as well as a **premium CTV** bundle via **Walmart DSP**.

Chobani provided a variety of creative assets to use in the campaign, including video promoting the Zero Sugar product line, and still images of the Zero Sugar products surrounded by healthy fruit ingredients used in smoothie making.

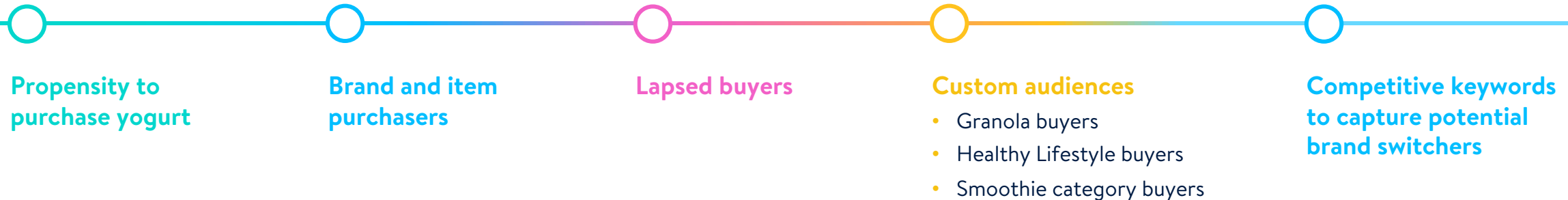


These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.

CASE STUDY | OMNICHANNEL

Layered with strategic targeting to help boost the campaign's nutritious potential

Chobani used an assortment of tactics to reach customers new and lapsed

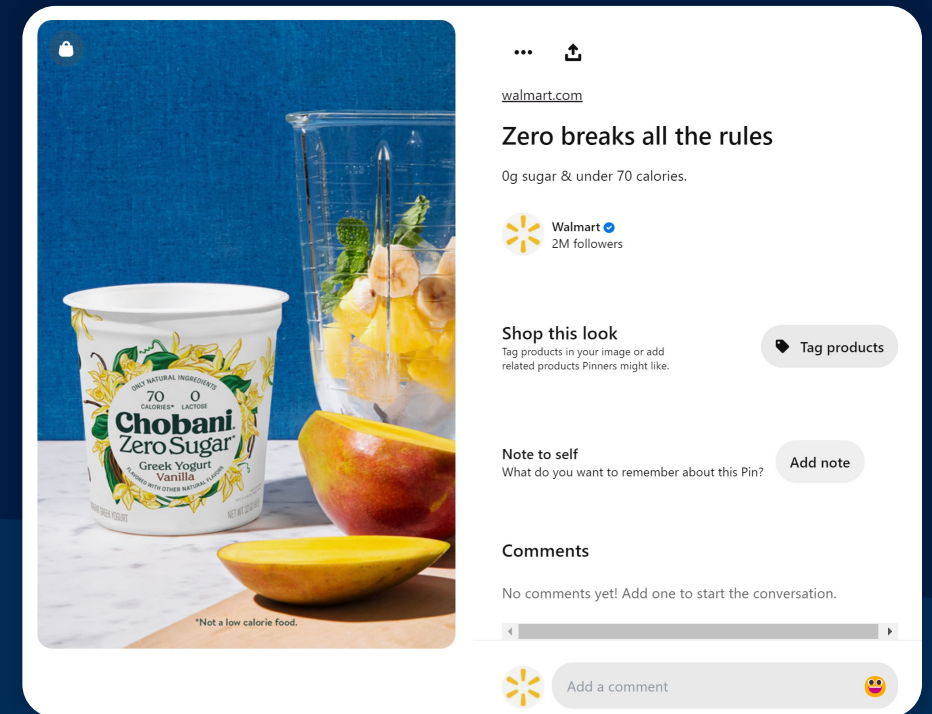


These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.

Offsite display: premium CTV & social ads

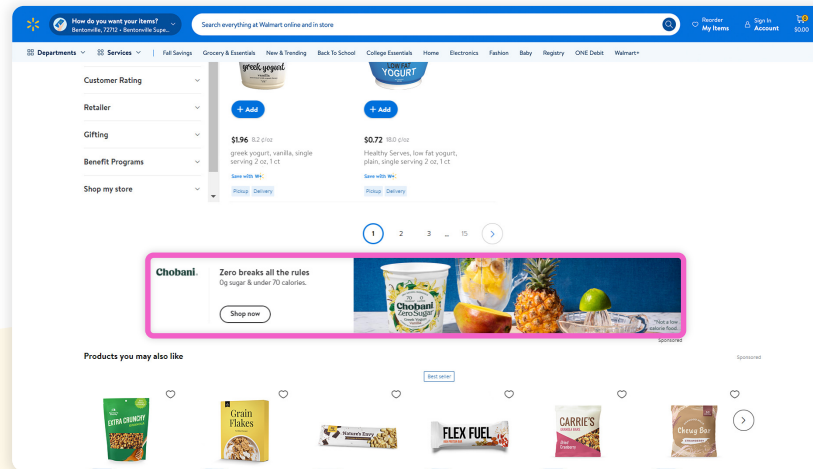


Offsite | CTV

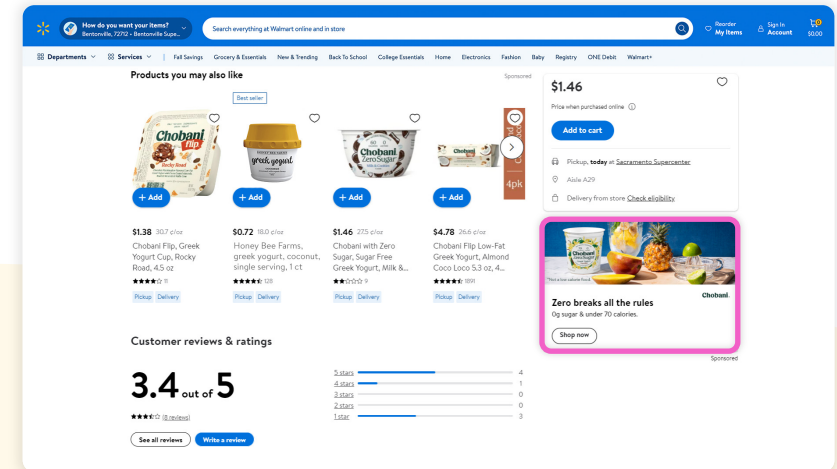


Offsite | Pinterest

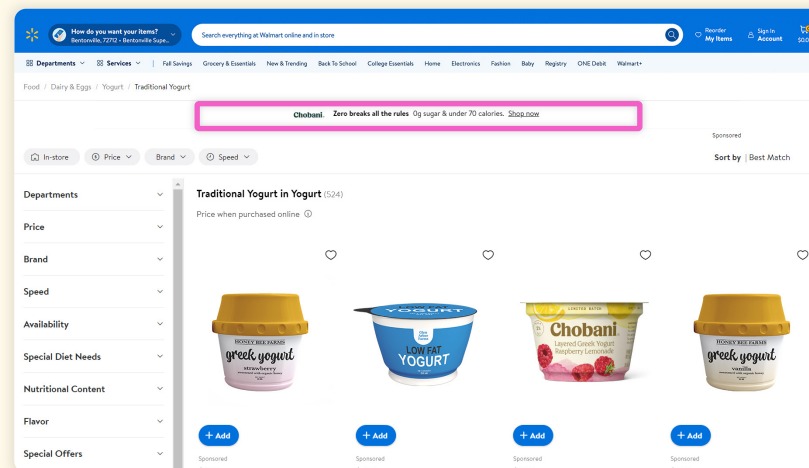
Onsite desktop: Marquee, Brand Box & Skyline



Desktop | Marquee

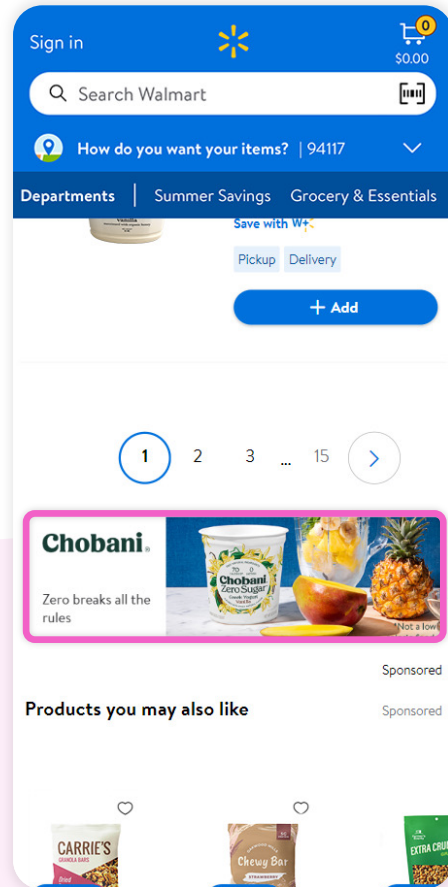


Desktop | Brand Box

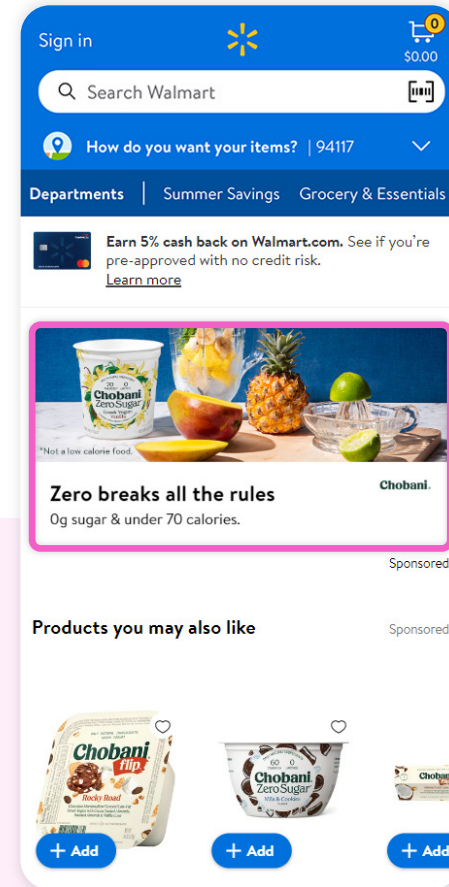


Desktop | Skyline

Onsite mobile web: Marquee & Brand Box



Mobile web | Marquee



Mobile web | Brand Box

CASE STUDY | OMNICHANNEL

Big wins

The campaign helped Chobani reach new buyers and increase ROAS. Customers who saw the ads purchased 20% more Chobani products, leading to strong incremental sales results.

68.5MM
Impressions

\$10.60
ROAS

51%
New buyers
67% new buyers to the
Zero Sugar* brand

21%
Sales lift

\$3.58
iROAS

Source: Walmart first-party data, May 1 – Jul. 31, 2023.

These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.

CASE STUDY | OMNICHANNEL

Big takeaways

- Maximizing your campaigns for the entire customer journey using full-funnel strategies can lead to stronger sales results both for featured and halo items promoted in your campaigns.
- Building a branded moment around a new product launch can help increase awareness and purchases by content that inspires customers to use those items in their everyday lives.
- Competitive targeting approaches can further help find customers at or near the time of purchase to reinforce campaign messaging and remind them of the product's potential.
- For future campaigns, build upon a successful full-funnel Display strategy by adding Sponsored Search tactics like Sponsored Products, Sponsored Brands and/or Sponsored Videos to your advertising mix to help win the digital shelf.





More than media. Meaningful connections.