

CASE STUDY | ONE WALMART, ALWAYS ON + PULSE

# Kraft Heinz Sandwich Shop

A collaborative multi-brand “sandwich meal occasion” activation

## Opportunity

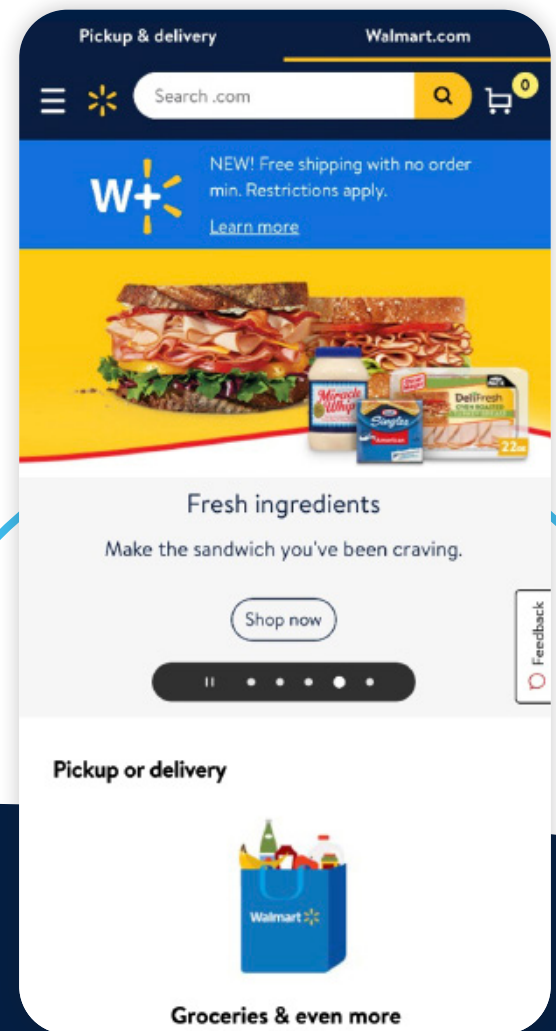
With Americans home from work and school, lunchtime looked different in early 2021. Kraft Heinz challenged Walmart Connect to support Oscar Mayer lunchmeat with a campaign emphasizing the sandwich meal occasion.

## Goals

- New buyers
- Incremental sales

## Solution

Kraft Heinz Sandwich Shop, an innovative shopping solution to connect Walmart customers to multiple Kraft Heinz brands.



## Big wins



65MM

Impressions<sup>1</sup>



15%

New buyer  
percentage<sup>1</sup>



+6%

Sales lift<sup>1</sup>



\$2.04

Incremental  
ROI<sup>1</sup>

Source: <sup>1</sup>Walmart First Party data, 2021.

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## CASE STUDY

### A Walmart/Kraft Heinz collaboration

Walmart Connect, Kraft Heinz and Walmart’s insights, merchandising and marketing teams worked together to determine which products to include in the Kraft Heinz Sandwich Shop.

All Onsite and Offsite Display ads linked to the **Kraft Heinz Sandwich Shop brand page** on Walmart’s digital properties.

The page included Kraft Heinz **products and sandwich recipes**.

### Featured brands

- Claussen
- Gray Poupon
- Heinz
- Kraft
- Miracle Whip
- Oscar Mayer
- Velveeta

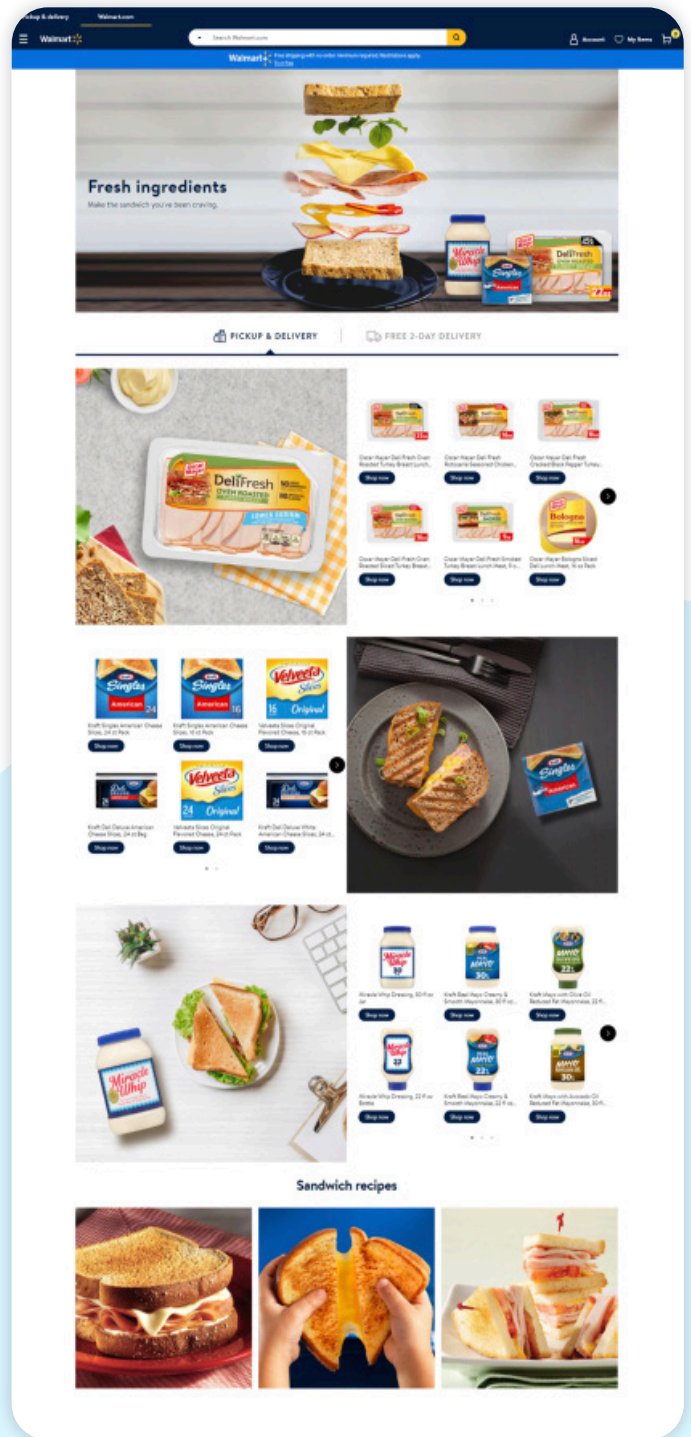
The average American ate a sandwich for lunch at home

**7x**

more often in 2020<sup>2</sup>

### Tasty takeaway

Walmart Connect can help suppliers identify unique opportunities to connect with Walmart customers.



Source: <sup>2</sup>NPD Group, "Eating Patterns in America," October 2020; data reflects April – September 2020 vs. the same period in 2019. 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. PROPRIETARY, CONFIDENTIAL & NO ENDORSEMENT OF 3RD PARTY DATA SOURCES.