BACKGROUND
Walmart stores in California were undergoing a remodeling to expand on fresh grocery offerings. Customers in California were not familiar with Walmart’s price leadership compared to other retailers or of Walmart’s grocery assortments. Customers were also skeptical of Walmart’s freshness and quality.

OBJECTIVE
The campaign needed to overcome the perception barrier to purchase, since consumers don’t think of Walmart as a grocer. The campaign needs to have a grocery “feel” with continuous messaging and various hyper-local media touchpoints.

STRATEGY
The planning agency decided to take advantage of local media formats to reach customer and drive engagement and communicate store opening date & location while reinforcing Walmart’s freshness & quality.

PLAN DETAILS
Markets: Fresno, Sacramento-Stockton-Modesto, San Diego, San Francisco-Oakland-San Jose, Los Angeles
Flighting Dates: September - December 2010
Out of Home Formats Used: The team cherry-picked posters, bulletins, and shelters in close proximity to each of Walmart’s stores in the above markets. The plan also included king-size bus posters & full wraps in the San Francisco market.

Additionally, a customized smoothie truck toured around 12 local events across the four markets. Brand ambassadors distributed free smoothie samples made from fruit being sold at local Walmart stores to prove quality and freshness of the products to potential consumers.

RESULTS
Various testimonies were given by customers at each event.