



CASE STUDY / IN-STORE AUDIO

Driving Customers to Shelf With **Walmart In-Store Audio Ads**

Beloved toy brand drives impressive sales lift for new product with In-Store Audio Ad campaign





Opportunity

A toy product brand was looking to increase sales with a first-to-market product launch in select stores.

Goals

- Drive awareness
- Sales lift

Solution

We used Walmart In-Store Audio Ads to capture shoppers' attention as they browsed the aisles. The ads featured a compelling script designed to drive interest in the new product. Given the brand's popularity, our main goal was to increase awareness of this new product.





Media

We recommended the use of Walmart In-Store Audio Ads to connect and remain top of mind with high-intent consumers during their shopping journey at Walmart. This impactful tactic allowed the toy brand to generate awareness and drive trial of the new product launch.



Audience

The toy brand used a geo-targeted strategy focused on a key city for launch.



Creative

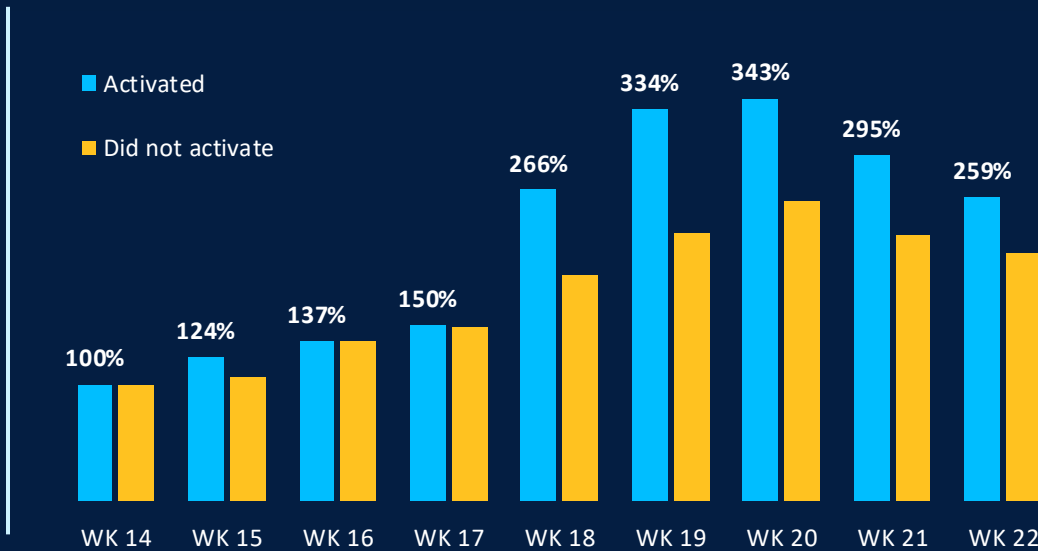
The creative strategy played a crucial role in the success of this in-store campaign and included a strategic, engaging script.

- We used high-energy music to gain excitement and used brand-specific sounds to drive recognition and familiarity.
- Clear, concise messaging described the product and specified what aisle it could be found in.



Results

Activated stores saw **50% sales lift** vs. non-activated stores



235%

Sales Increase
in June
Over base

50%

Sales
Lift



Key Takeaways

Become top of mind in a non-intrusive way

Allow your brand to become top of mind with shoppers by reaching them while they are in store and in a purchasing mindset.

Leverage familiarity to capture attention

Using familiar sounds, jingles, or voices captures shoppers' attention more effectively. This familiarity creates a sense of trust and recognition, making shoppers more likely to engage with the product.

Guide shoppers to the aisle with strategic scriptwriting

Crafting a targeted audio script can not only generate interest but also guide shoppers directly to the product's location. Direct callouts help transform awareness into action, driving immediate engagement and purchase.



Disclaimer -The results of individual campaigns may vary depending on factors such as the specific product or category being promoted, the level of competition within that category, and the timing of the campaign in relation to seasonal trends.