



GOALS

- ▶ Build excitement around a new store grand opening in Washington, D.C.
- ▶ Leaving a lasting and personal impression on in-market shoppers

HIGHLIGHTS

- ▶ Mobile billboard to build awareness
- ▶ Brand ambassadors on Segways, distributing reusable shopping totes and promoting the new store location
- ▶ Jet pack team giving free coffee away and building strong personal relationships

RESULTS

- ▶ 5 day campaign highly targeted by geography and demography
- ▶ 1,000 cups of coffee distributed via jet packs
- ▶ 5,000 reusable shopping totes distributed
- ▶ 24,000+ lasting impressions of field marketing team alone



A PERSONAL TOUCH

Oftentimes, big brands begin to lose touch with their customers. But not Walmart! It embraces every opportunity to build rapport within each community it serves, and by using one-to-one communication via brand ambassador teams, it demonstrates that the human factor is still important in its marketing tactics. By sharing free coffee and passing out reusable shopping totes, Walmart personally invites the local market shoppers to visit its brand new store in their neighborhood.

Learn more at doitoutdoors.com/work/Walmart/

ABOUT THE CLIENT

Multi-national Walmart operates a chain of discount department stores and warehouse stores, providing a large selection of multi-department product offerings at everyday low prices.



do it outdoors media is the largest national mobile billboard and field marketing company.

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