

# How do you make “taking a dive” spell success at Walmart?



In-store Signage



Coupon Booklet



Walmart.com



All You Magazine Insert



On-pack Sticker



Custom Beach Bag

## HUGGIES® LITTLE SWIMMERS® AND NESTLÉ® JUICY JUICE®

### BACKGROUND:

The summer is supposed to be a laid back time of year. But with spontaneous, unstructured schedules summers can leave mom stressed and unprepared. Using this insight, Malone discovered an opportunity for two of our clients to help Walmart moms prepare.

### MALONE SOLUTION:

We teamed NESTLÉ JUICY JUICE® with HUGGIES® LITTLE SWIMMERS® products for a “Get Ready for the Pool” event. The event gave mom tools, tips and savings on the products she needs to help her whole family get ready for pool-time fun.

To reach mom, Malone created a custom All You Magazine insert that included savings on relevant Nestlé and Kimberly-Clark products and offered moms solutions for the summer, including a packing list.

Malone also partnered with the Walmart “Mom blog”(elevenmoms.com), sponsoring a sweepstakes that allowed each mom to give away custom beach bags packed with Nestlé and HUGGIES® products. This partnership was further leveraged with a South by Southwest (SXSW) sponsorship that sent two of the moms to a conference where they were able to talk about the summer products.

Additionally, Walmart.com offered shoppers an engaging, interactive way to create a summer packing list.

In store, Malone was able to secure a pallet with signage and cross-merchandise, creating pool-bin signage and an on-pack sticker with a call-to-action to visit elevenmoms.com.

### RESULTS:

The program is currently under way with more than 1.5mm impressions on Walmart.com. Malone was able to secure incremental end-cap displays in more than 35% of stores, and 2010 planning for the same program is already under way.