



## Case Study:

Walmart - Latin Grammy

Year: 2023



This case study was prepared for the client Walmart for the Walmart Shopper’s “Latin Grammy” to leverage the Latin Grammys and position Walmart as the go-to shopping destination and drive awareness among the Hispanic community. It was developed and designed by TelevisaUnivision. In the Shopper and/or Experiential Impact category, it won bronze.

## Executive Summary

Walmart partnered with TelevisaUnivision to coincide with the Latin Grammy Awards. Capitalizing on the popularity and cultural significance of the event, as well as the high level of interest and excitement for this prestigious cultural event, Walmart released a report on "Latin Grammys" to increase Latin engagement and sales. Campaign for "Latin Grammy" used the Spanish language on several platforms, a highly relevant marketing approach that also succeeded in attracting Latin consumers. During this period, Walmart.com's sales increased significantly. The "Latin Grammy" video had more than 100,000 views on Facebook and Youtube. Total interactions on social media platforms exceeded one million, with more than 10,000 likes. This proved that by capitalizing on the Latin Grammy craze, Walmart successfully encouraged customers to make purchases both in-store and online. The "Latin Grammy" campaign provided Walmart with an exciting opportunity to resonate with Latino audiences in an era of growing cultural importance. Through a well-coordinated and engaging campaign, Walmart aims to elevate its brand image and drive sales, building strong connections with the Latin community.

## Definition of your challenge

By tying in with the Latin Grammy Awards, cultural significance was infused into Walmart's brand. The challenge was to design and execute culturally sensitive and impactful marketing campaigns that capitalized on the cultural relevance and excitement of the Latin Grammy Awards to enhance Walmart's brand engagement and drive sales among the Latin population. Walmart wanted to help Latinos emphasize their own cultural identity and successfully participate in the event.

## The Key Insight & Strategy

Hispanic Americans make up 19% of the United States' population and account for 1.7x faster Gross Domestic Product growth compared to non-Hispanics, making them a key demographic for Walmart. Walmart came to TelevisaUnivision to help drive brand awareness and holiday sales conversion among Hispanic Americans aged 18-49. The Latin Grammys aired one week prior to Thanksgiving and Black Friday, making it an exceptional time to utilize one of Hispanic Americans' most unifying passion points, music. Due to the pandemic, Hispanic Americans missed celebrating holiday traditions and were more likely to keep online spending in all categories. In 2021, online shopping continued to grow compared to physical in-store shopping. Leveraging TelevisaUnivision's talent and social reach and Hispanic Americans' online shopping behavior, a social-first strategy was developed to encourage Hispanic Americans to shop at Walmart for their Holiday shopping while they watched the Latin Grammys. The campaign effectively reached the target audience with engagement being highest among the 25-44 age group, 63% of users being male and 37% female.

## Execution

TelevisaUnivision and Walmart leveraged a social-first strategy and the Latin Grammys to combine two passion points of Hispanic Americans: music and celebration. Walmart created omni-channel and insight-led branded content over a two-week span to celebrate Hispanic traditions and encourage them to shop at Walmart. Talent-led awareness custom branded content and retargeted shoppable units were created for social channels. For linear channels, content was created for two 30-second live hosted pitches, three 3-minute custom integrations in Hispanic top-rated morning shows, one 60-second custom vignette, and one pre-show artist from the Latin Grammys. There was one on-site activation at the Person of the Year Gala for an experiential event.

Through insights surrounding celebration, music, and social passion points, a creative strategy was developed for the campaign. Walmart partnered with talent during the Latin Grammys to drive cultural relevance. Additionally, multi-platform awareness and shoppable content was created for specific platforms such as Facebook, TikTok, and Instagram to deliver a final experience that reached and engaged with the audience. A call to action was also implemented to encourage audiences to shop at Walmart across both linear and social creative executions.

## Results

This campaign generated a substantial amount of brand awareness, with a total of 14,000 purchases on Walmart.Com. This is further substantiated by the fact that the Linear TV Walmart integrations drove a total of 5,480 unique scans of the QR code to Walmart.Com. Paving a new path, this unprecedented action by Walmart resulted in 71% of Hispanics who were exposed and engaged with the Univision x Walmart campaign saying that Walmart fit "Very Well" with the Latin GRAMMYS. With this in mind, the social media response by all metrics was a demonstrable success.

Total Engagements 187,000  
TOTAL IMPRESSIONS 16,000,000  
Link Clicks 29,630

LIKES/REACTIONS 47,071  
100% COMPLETED VIDEO PLAYS 109,928  
SHARES 265  
COMMENTS 301  
TOTAL VIEWERS 2+ Reached 6,300,000

### **Industry Impact**

Walmart's campaign for "Latin Grammy" was a campaign that highlighted the strength of recognizing cross-cultural achievements and using advertising as a platform to uplift the broad community of consumers Walmart has. Through the use of the value placed on music by the Hispanic community, Walmart was able to successfully be positioned as the go-to omni-shopping destination for Hispanic consumers. Walmart broke new ground by extending custom shoppable integrations in Despierta America with Custom QR codes, integrating revolutionary AR technology into the campaign inviting an element to engage new customers to a new customer experience. Furthermore, the inclusion of TelevisaUnivision talent allowed Hispanic consumers to connect with the campaign on a more profound level, transforming the shopping experience into the connective process it was always meant to be. The campaign placed people first, allowing fans to interact with photos through the engaging gaming photobooth experience that created a steady wellspring of engagement from attendees.