



Case Study:

Walmart – Holiday House

Year: 2023



This case study was prepared for the client Walmart for the Holiday House campaign to win over Hispanic consumers. It was developed and designed by Lopez Negrete Communications. It won gold in content creator and consumer engagement strategy.

Executive Summary

Walmart's brand promise has always been, "Save Money. Live Better." In 2022, Walmart faced a holiday season with Hispanic consumers that required them to further connect with their consumers. To do so, content creators utilized a new approach for Walmart. Their project titled "Holiday House" reached families across America, making sure these consumers got the most out of shopping at Walmart during the holiday season. To win over Hispanic consumers, Walmart paired creators of different backgrounds to share holiday stories. This helped to better understand the culture and rituals of Hispanic consumers. The holiday season in 2022 was the peak of consumers fearing the pricing, and families started shifting their mindset into budgeting. Due to competition, Walmart's perception of being low-priced was slowly wearing off. To take charge and tackle this, Walmart decided to develop an approach that showcased product quality by privately promoting Walmart and speaking to consumers in a culturally meaningful way.

Definition of your challenge

Showcase "Save Money. Live Better." to all Hispanic consumers during the holidays.

Families across America were increasing their budgeting efforts. Walmart provides high-quality and competitive private-label brands that consumers are unaware of, and Hispanic consumers were quality-sensitive to groceries and advertisements during these economic times.

The Key Insight & Strategy

Walmart detected the financial worries hanging over their Hispanic clients in time for the 2022 holiday season. They attributed this fear to words like "recession" and "inflation." To alleviate these concerns, Walmart concentrated on giving customers access to emotionally satisfying Christmas experiences at reasonable prices. They intended to highlight the unique ways families celebrate, emphasizing entertainment and cuisine. The holiday season is a month-long sensory celebration for Hispanics characterized by disorder, vigor, odors, and loudness. Food also plays a crucial role in meetings as a unifier and energy booster. To accurately portray these customs, Walmart worked with Hispanic content producers, ensuring that the material tapped into community needs while being cost-effective. The resultant imaginative, concise material energized and educated Walmart's audience, reiterating the brand's dedication to affordably magical holidays.

Execution

Walmart introduced the "Holiday House" campaign in 2022. This was a physical location where content producers, including well-known Hispanic influencers like El Guzii, Las Recetas de Laura, and Nana Joe, assembled to create genuine holiday content. A simple and comfortable atmosphere was created by designing the house to symbolize several classifications. By highlighting ways to celebrate the holidays on a budget through reliable storytellers, Walmart intended to meet the requirements of its customers. Over ten original films (OLVs) and other digital and social content were produced due to the campaign, reiterating Walmart's commitment to its Hispanic holiday shoppers.

Results

"Holiday House" was a very successful event. This is because of the significant increase in consumer participation and sales during the event. The videos related to the campaign had over a million views. The average transaction value increased by 15% during the "Holiday House" period, and customer satisfaction increased. Consumer and customer surveys reflected the level of interest in the campaign. The positive feedback and increased foot traffic observed at Holiday House locations emphasize this initiative's success in meeting consumers' changing expectations during the holiday season.

Industry Impact

Walmart's Home for the Holidays program has impacted the retail industry by revolutionizing how customers experience holiday shopping. By creating an immersive holiday environment, Walmart has enhanced the overall customer experience and set a new standard for the industry. Moreover, curated and personalized choices align with the growing trend of customizing products according to individual preferences. Precision and an accurate understanding of the customer's needs lead to the launch of time-

appropriate events. Through Holiday House, Walmart promotes seasonal sales. They used the campaign to generate connections and communication with Hispanic customers. They are bringing customers closer to their relationship with them. It also provided a flexible and cost-effective approach to retail strategy. At the same time, we can see the importance of community involvement and the demands of living with different ethnicities.