

CASE STUDY

WAL-MART – ORVILLE REDENBACHER, COKE & UNIVERSAL STUDIOS

BACKGROUND & OBJECTIVES

Armstrong Partnership LP is a Canadian promotional marketing company based in Toronto. They represent ConAgra Foods, a leading North American packaged foods company.

ConAgra Foods wanted to drive awareness and increase sales for Orville Redenbacher, a brand of popcorn. The new boxes of the product included a bonus DVD inside. In partnership with Coke and Universal Studios Home Entertainment, the program would allow consumers to preview the Universal bonus DVD, snack on Orville popcorn and enjoy a Coke Zero soft drink, creating a multi-sensory experience for the customer.

CHALLENGE

The program would be executed simultaneously in 37 Wal-Mart stores across Canada during one weekend.

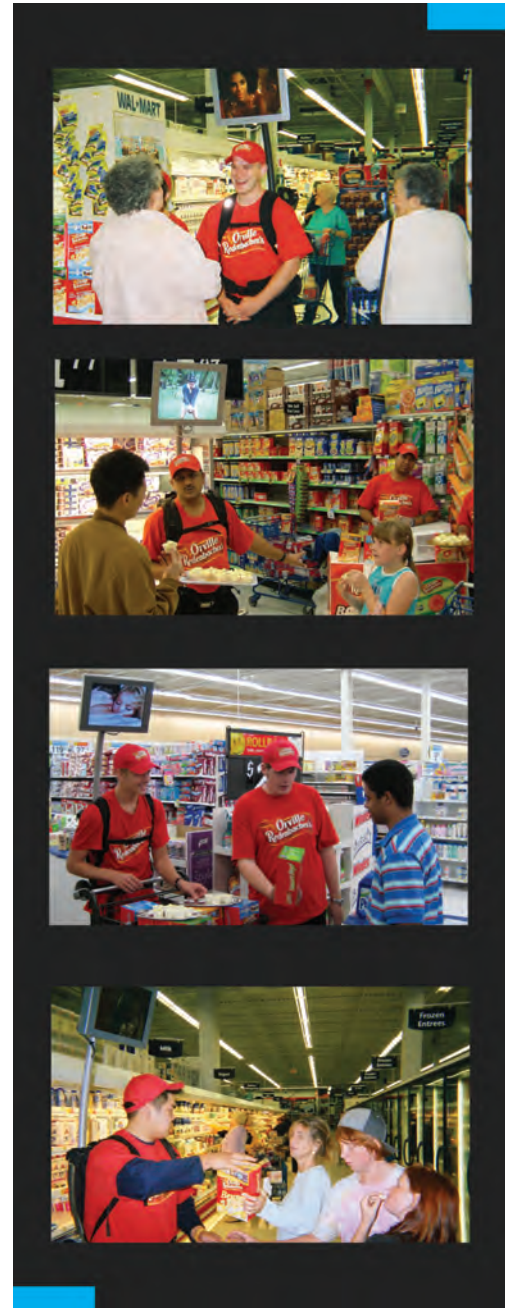
Armstrong Partnership LP and ConAgra Foods needed a mobile solution that would not require any additional storage space from the stores.

SOLUTION

Armstrong Partnership LP and ConAgra Foods decided to use the PixMonitor, Pixman Corporation's unique mobile technology.

Pixman Corporation supplied local promotional staff in 37 Wal-Marts across Canada to wear the PixMonitor units. In each store, a booth was set up to prepare the popcorn and soft drink samples and the Pixman teams invited the consumer to sample the products.

The uniform was a red t-shirt and cap with Orville's logo. The bonus DVDs inside the popcorn boxes were showcased on the Pixman systems.



RESULTS

- The Orville popcorn sales outreached expectations. Many stores ran out of stock.
- Pixman's staff distributed a total of 87,600 samples of Orville Redenbacher popcorn.
- Pixman mobile teams reached the consumer in the store alleys, not only near the promotional booth.
- Consumers enjoyed free samples and the ability to view the DVD before buying.
- The consumer's multi-sensory experience was enhanced by the personal interaction with Pixman's promoters.

HIGHLIGHTS

- Industry: Snack Food
- 37 Pixman in 37 Canadian cities over 2 days deployed within 3 weeks notice
- 74 local quality promotional staff
- 87,600 samples distributed in retail stores
- More than 202,500 customers saw the Orville Redenbacher brand promoter (Pixman)
- Sales expectations exceeded

