

TERRITORIES AND **CONCEPTS**



TERRITORY 1

LEFTOVER MAKEOVER

LEFTOVER MAKEOVER

What's better than a peek under the Tupperware lid at midnight to revel in the day's mashed potato marvel? Nothing, until the third time it shows up on your plate.

It's no secret, we love holiday leftovers. In fact, more than 60% of Americans intentionally prepare more of their favorite holiday foods just so they can repurpose them. While 80% also use leftovers to save money. But leftovers without inspiration leave a lot to be desired.

All it takes is a little imagination to keep your family and your budget satisfied.



CONCEPT A

BRING SOMETHING NEW TO THE TABLE

Even the best home cooks need inspiration, so Walmart is helping shoppers reimagine leftovers by adding excitement and unexpected twists to keep their holidays crave worthy.

HOW IT COMES TO LIFE: RETAILTAINMENT

MANNED:

Showcase a “Chopped” like challenge where local **influencers/bloggers** and/or **WMT/Pepsico/James Beard chefs** repurpose leftover items with Frito and Pep products.



HOW IT COMES TO LIFE: RETAILTAINMENT

DISPLAY:

Shoppers use **Blippar** to unlock a flippable AR recipe book, Tasty-style tutorials, and competition videos

- Alternative: on-shelf screen for Tasty-style tutorials and recipe tearpads



BLIPPAR EXAMPLES



HOW IT COMES TO LIFE: SUPPORT TACTIC

EXCLUSIVE SKU:

Shoppers vote on their favorite leftover recipe that Frito will turn into an **exclusive chip flavor** in 2018 (Ex. Lay's Kettle Sweet Potato Casserole) carried only at Walmart.



PARTNERSHIPS:

- **Great Value products**
- Food storage solutions
- select food partners



CONCEPT OVERVIEW

BRING SOMETHING NEW TO THE TABLE



CHALLENGE



BLIPPAR



EXCLUSIVE SKU



PARTNERSHIPS

CONCEPT B

DO LEFTOVERS RIGHT (NOW)

Reimaging leftovers are easy as 1+2+3 with everything in one place. Walmart is helping shoppers stretch by offering variations of their beloved leftovers with ingredients within reach.

HOW IT COMES TO LIFE: RETAILTAINMENT

MANNED:

Shoppers visit the **Bright Ideas cart** for a midday “Leftover Boxed Lunch” where they sample reimaged classic holiday leftovers (ex. Turkey cranberry quesadillas with a side of Lay’s BBQ mac & cheese) with a take one recipe card.



HOW IT COMES TO LIFE: RETAILTAINMENT

DISPLAY:

Shoppers can interact with a **digital kiosk on display** to select a classic holiday dish which generates a variety of recipes that can be created and stored from the products there on the Frito/Pep + partner(s) display.



HOW IT COMES TO LIFE: SUPPORT TACTICS

DIGITAL:

- **Walmart App Integration** to bring leftovers + ingredients to mobile
- **Walmart Leftover Pinterest Board** further provides PepsiCo products with leftovers for extended meal magic

PARTNERSHIPS:

- **Food storage solutions**
- Packaged dessert / ice cream



CONCEPT OVERVIEW

DO LEFTOVERS RIGHT (NOW)



SAMPLING



DIGITAL KIOSK



INSPIRATION



PARTNERSHIPS

TERRITORY 2

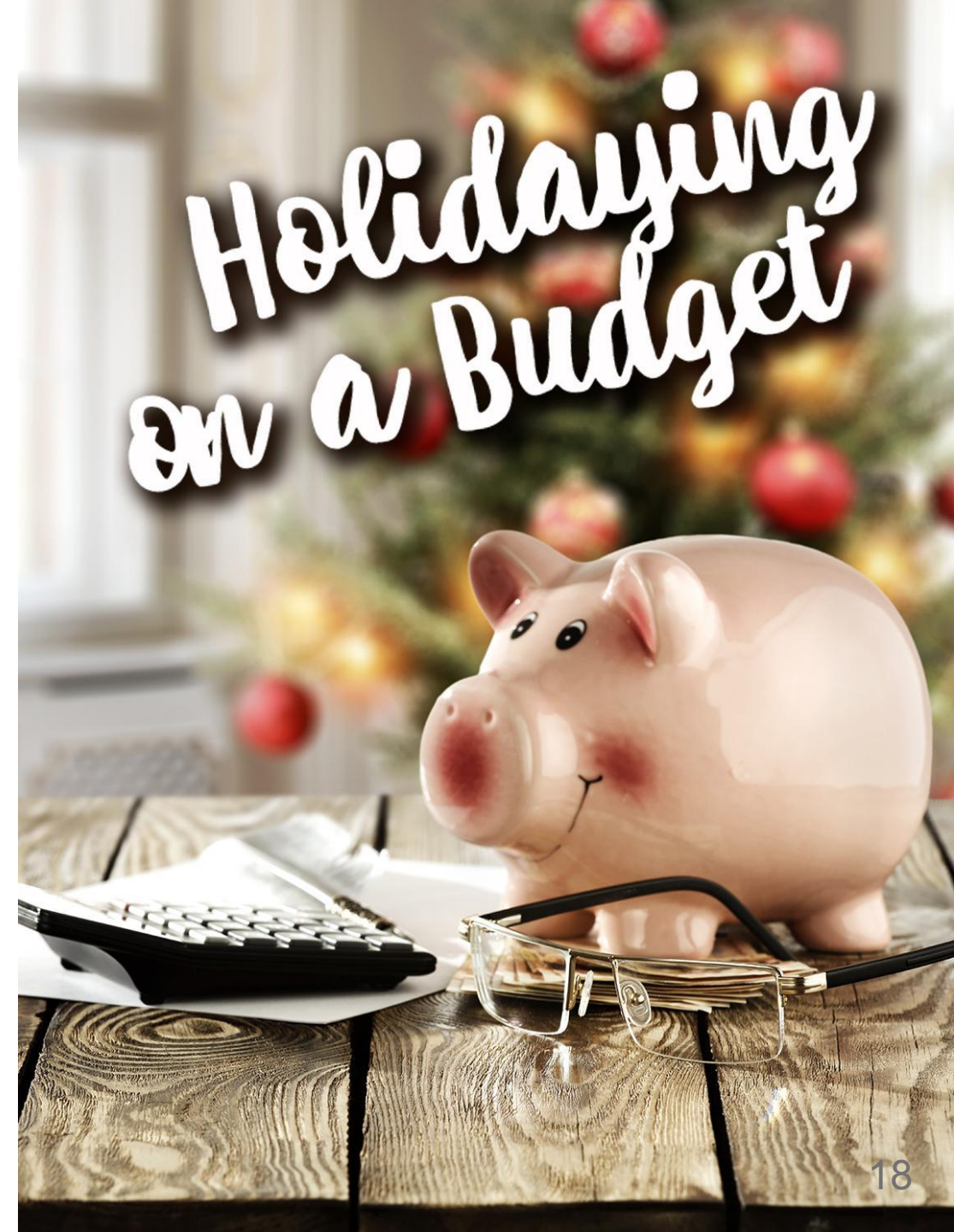
SEASONAL STRETCH

INSPIRATION: SEASONAL STRETCH

‘Tis the season for expected unexpected expenses. You know they’re coming, you just don’t know when and where they’ll strike. From school events to those last-minute, don’t-come-to-a-party-empty-handed snacks, the seasonal stretch is in full swing.

Between 2015 and 2016, consumers were much more likely to skimp on non-gift items rather than gifts. Which means party foods are in danger of being Scrooge’d off the shopping list. Decisions must be made, but the last thing you want to do is downsize your merriment.

We want to bring out all the joy the season has to offer and still keep a little jingle in the pocket.



CONCEPT A

BUT FIRST...MEET MRS. CLAUS, the wife, the myth, the legend.

Santa's all about the kids, but Ms. Claus is a parent's best friend when it comes to planning for and stretching throughout the season.

She is relatable to our shoppers not only through her husband's celebrity status, but because she rarely receives recognition for maintaining a clean and festive house, feeding all those hard working and hungry elves, PLUS keeping a tight budget. Think about it, Santa only works one day a year!

So it's time we put Mrs. Claus in the spotlight as an expert in the area of making the holidays fun and making them last. And since she has an inside track, you never know when Santa might show up.



BRING HOME SOME MRS. CLAUS MAGIC

Walmart is positioning itself as not only the low price leader of the every day, but also THE holiday savings leader with the help of the most recognized holiday couple.

HOW IT COMES TO LIFE: RETAILTAINMENT

MANNED:

Every weekend Mrs. Claus will be sampling and inspiring shoppers with **Santa's favorite snacks** at the Bright Ideas cart (because he can't eat cookies every day!)



HOW IT COMES TO LIFE: RETAILTAINMENT

DISPLAY:

Mrs. Claus' knowledge is always close at hand with **Snapcodes that unlock content at display** giving shoppers additional “behind the scene” savings insights and inspirations.



Tips & Ideas

Text to win a **surprise visit from Santa** at your local Walmart



CONCEPT OVERVIEW

BRING HOME SOME MRS. CLAUS MAGIC



SAMPLING



SNAPCODES

Tips & Ideas



TIPS & IDEAS
+ iMESSAGE STICKERS



T2W PROMO

CONCEPT B

PARTY IN AN INSTANT

All it takes is a little flair here and there to go from unplanned to party, so Walmart is helping shoppers transform a holiday get together into something special without breaking the bank.

HOW IT COMES TO LIFE: RETAILTAINMENT

MANNED:

Select Walmart stores host **homemade holiday games** to show shoppers how something fun and inexpensive goes a long way. Games include *Saran Wrap Ball Christmas Dice Game* and *Make A Snowman*.



HOW IT COMES TO LIFE: RETAILTAINMENT

DISPLAY:

To add even more custom party favor fun, the display merchandises **inexpensive seasonal party items and decorations** along with the products needed to make inexpensive party games (cling wrap and toilet paper).



HOW IT COMES TO LIFE: SUPPORT TACTICS

DIGITAL:

Walmart curated **Pandora** holiday playlist

pandora®



PARTNERSHIPS:

Saran Wrap

Rubbermaid/Sharpie



CONCEPT OVERVIEW

PARTY IN AN INSTANT



GAMES



SEASONAL
MERCH



PLAYLIST + APP/BOT



PARTNERSHIPS

TERRITORY 3

DE-STRESS YOUR HOLIDAY

DE-STRESS YOUR HOLIDAY

Despite the sentiment and treasured moments together, the holidays are particularly stressful for those who make it happen.

Women bear much of the burden of meal preparation, gift shopping and family celebration planning. She wants everything perfect, but lack of time and money are just the tip of the candy cane. Complaints of holiday “hype” add pressure to her already ever-higher standards of festivity.

But being on a budget doesn't have to be a barrier to holiday fun.

Sources:
• [Apa.org](https://www.apa.org)



CONCEPT A

WELCOME TO WANDERLAND

Walmart is getting shoppers into the holiday spirit with seasonal cues and a flurry of inspirational ideas that help the stressed-out shopper find a temporary oasis from the stress for herself and the kids.

HOW IT COMES TO LIFE: RETAILTAINMENT

MANNED:

Welcome to Winter Wonderland! The whole family can enjoy the dressed up snowy scene complete with a **snow globe selfie station**.

Every display features a different **Shazam activation** that engages shoppers with an augmented reality wonderland experience complete with a jingle greeting and tip from a snowman, reindeer or elf.



HOW IT COMES TO LIFE: RETAILTAINMENT

DISPLAY:

Holiday-themed solutions displays surround the perimeter to look like the a snowy village. Each display features a popular trip mission and occasion.

Kids can grab Nickelodeon (or TBD partners) character tearpad **coloring sheets from each display.**



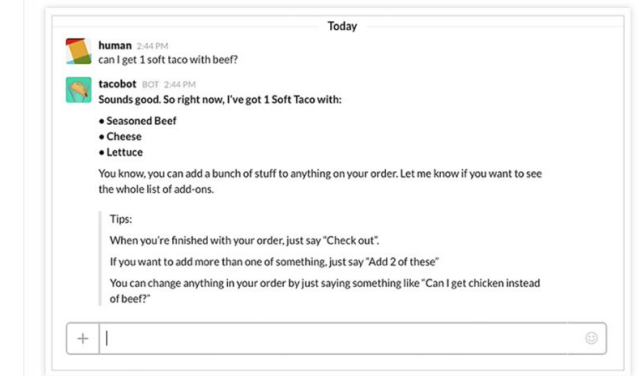
HOW IT COMES TO LIFE: SUPPORT TACTICS

DIGITAL:

Create a **WMT “botline”** (or Twitter/FB messenger for lo-fi) that shoppers can turn to at home in a pinch for recipes, gift suggestions and party planning

PARTNERS:

Multi-vendor partners fill each of the solutions perimeter displays (in addition to Frito + Pep) to provide a grab & go inspiration and solutions for popular holiday events.



CONCEPT OVERVIEW

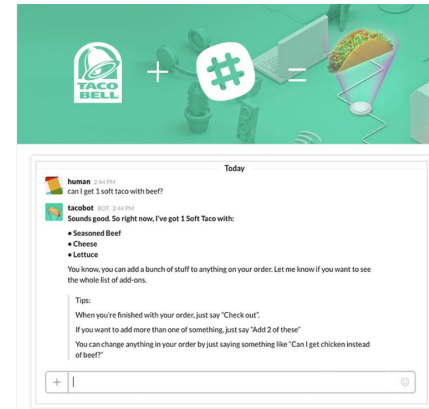
WELCOME TO WANDERLAND



SELFIE STATION
+ SHAZAM



SOLUTIONS DISPLAYS
+ COLORING SHEETS



WMT BOTLINE



PARTNERSHIPS

CONCEPT B

YOU'VE GOT THIS!

No single problem is the cause of holiday warrior stress.
Walmart is offering aisle refreshes for key stressors during
critical holiday weeks.

HOW IT COMES TO LIFE: RETAILTAINMENT

MANNED:

Each week a new **local expert/influencer** will come to Walmart stores to inspire and share their holiday secrets for the planners and do'ers (mom) and even something for the kids.

Example Week 1: Classroom Holiday Parties

Don't stress, impress! with snacks that stretch and make them smile. Kids can help with decorating!



HOW IT COMES TO LIFE: RETAILTAINMENT

DISPLAY (Weekly Pulses):

Week 1: Classroom Party Pack

Mega bundles offer drink and snack combos to feed children in increments of ten, including salty/sweet snacks, drinks, game suggestions, napkins and décor.

Week 2: Family Celebration Planning

Get the look for less with everything you need to create a fun **tablescape** for one low price.

Week 3: One Easy Dinner

“One Easy Dinner” kits feature all a family of four needs for a “gift-wrapped,” stress-free meal.



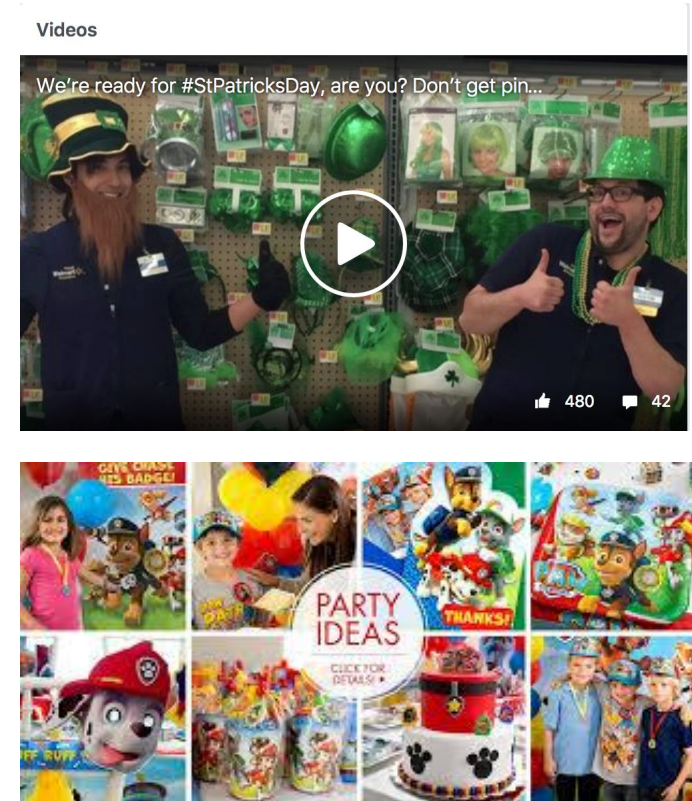
HOW IT COMES TO LIFE: SUPPORT TACTICS

DIGITAL:

- Walmart local FB tells shoppers of upcoming demos and events with teaser videos and location info
- Mobile short code for navigating items in-store

PARTNERSHIPS:

- Great Value Brands (grocery and paper goods)
- Party items
- Scotch brand



CONCEPT OVERVIEW

YOU'VE GOT THIS!



MANNED



DISPLAY



**SOCIAL
OUTREACH**



PARTNERSHIPS

TERRITORY 4

NEW TRADITIONS

NEW TRADITIONS

Non-traditional happenings like Friendsgiving and ugly sweater parties are the new norm. We live in a Pinterest world, so new spins and surprises are the perfect way to step up your main meal. Creating new traditions also bring stronger bonds between friends and family.

Traditions can give us a snapshot of evolving communities and culture. For example, caroling has all but fallen off, but holiday streaming playlists are on the rise and holiday greeting cards have been replaced by social media season's greetings.

Whatever the new or revamped tradition, half of people surf for inspiration beyond recipes, suggesting that hosts realize their party is beyond food.

Sources:

- [PEW Research](#)
- [Surveymonkey.com](#)
- [Aytm.com](#)



CONCEPT A

EXPLORE NEW TRYDITIONS

The holidays are what you make it. From the tried and true to the let's give this a try, Walmart is giving shoppers the tools to try something new.

HOW IT COMES TO LIFE: RETAILTAINMENT

MANNED:

Sampling allows shoppers to try new combinations of flavors (such as Tostito-scooped stuffing), and to proudly walk away with an “I Tried Something New!” sticker,

Shoppers also receive a take one curated **pocket-size passport pairing guide** that families can check off when they’ve tried something new.



HOW IT COMES TO LIFE: RETAILTAINMENT

DISPLAY:

TRYditional Pairing Guide that includes activity + snacks + drink for new, curated snacking:

- Trimming the tree? Add strings of Smartfood Popcorn.
- Wrapping gifts? Rold Gold Tiny Twists put the bow on top.
- Prepping for Black Friday? Stock up on water and snacks.



HOW IT COMES TO LIFE: SUPPORT TACTICS

DIGITAL:

- Pairing guide lives on Walmart.com

PARTNERSHIPS:

- Multi-vendor products
- Seasonal decorations



CONCEPT OVERVIEW

EXPLORE NEW TRYDITIONS



MANNED



DISPLAY



PARTY IDEAS



PARTNERSHIPS

CONCEPT B

PUT A NEW SPIN ON YOUR SEASON

The holidays bring out the best, most exciting traditions, but adding something extra can bring a welcome new twist on what you already love. Walmart is encouraging shoppers to discover just how fun a new tradition can be.

HOW IT COMES TO LIFE: RETAILTAINMENT

MANNED:

Create a manual **spinning wheel game** populated with unconventional holiday family activities and fun new recipes.

Whatever the shoppers land on they will get an activity sheet and a matching recipe card, plus a **holiday tattoo** for participating.

Ex. *Green Socks and Green Bean Casserole with Lay's Sour Cream & Onion topping* or *Pajamas and Gingerbread Pizza*



HOW IT COMES TO LIFE: RETAILTAINMENT

DISPLAY:

Holiday Photo booth near the display puts your family right into a holiday scene complete with crazy food and holiday iconic props so you can put your own spin on your holiday card. Text your photos and we'll customize it and send it back with a holiday overlay.

Shoppers can upload it to Snapfish for a free 5x7 print.



HOW IT COMES TO LIFE: SUPPORT TACTICS

LOCAL OVERLAY:

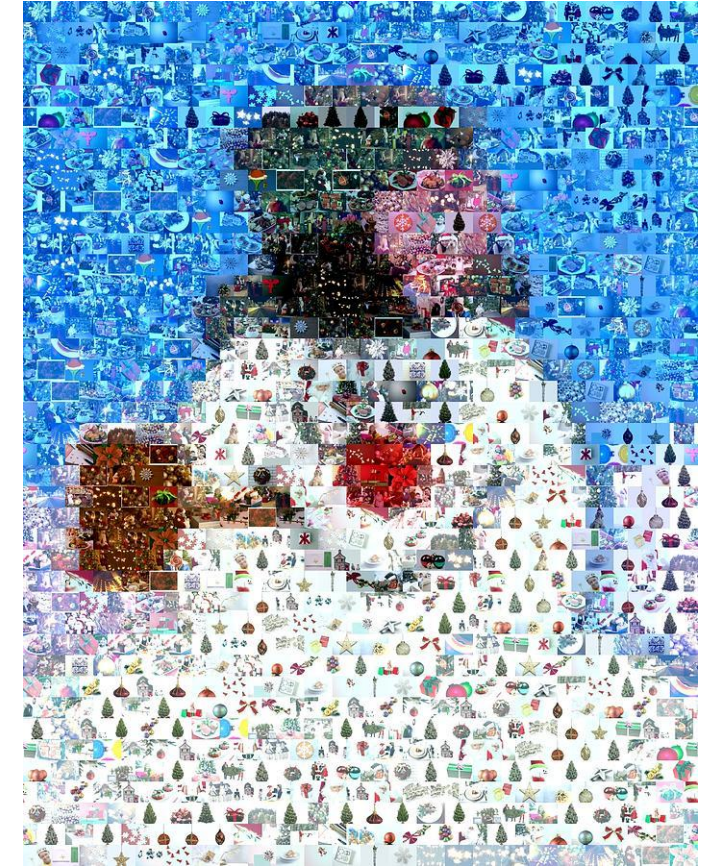
- Mosaic display with regional/store-based WMT Family Photos into holiday mosaic image to start a new WMT tradition

PARTNERS:

- Snapfish for in-store printing

DIGITAL:

- Spinning wheel can also be iterated as microsite
- Upload your New Tradition Holiday Photo to walmart.com for inclusion into the WMT family mosaic online. WMT stores can post to social channels



CONCEPT OVERVIEW

PUT A NEW SPIN ON YOUR SEASON



MANNED



DISPLAY

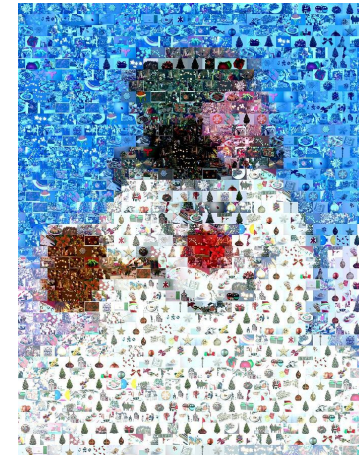


PHOTO MOSAIC



PARTNERSHIPS

CONCEPT RECAP

LEFTOVER MAKEOVER

- A: **Bring Something New To The Table**: experts do leftovers
- B: **Do Leftovers Right (Now)**: grab & go solutions

SEASONAL STRETCH

- A: **Bring Home Some Mrs. Claus Magic**: borrow from the best
- B: **Party In An Instant**: just add the little things

DE-STRESS YOUR HOLIDAY

- A: **Welcome To Winter Wanderland**: perimeter solutions
- B: **You've Got This!**: seasonal pulses

NEW TRADITIONS

- A: **Explore New TRYditions**: snack pairings with traditional activities
- B: **Put A New Spin On Your Season**: discover new family fun