

Walmart Magnum

In-Store Program



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Treasure the Moment at Walmart

When a moment is treasured we want to capture it. From that first bite, Magnum leaves us with a delicious snapshot of sweet sophistication etched in the luxurious recesses of our taste buds. A picture may be worth a thousand words, but words can hardly describe the moment you experience Magnum's newest treasure: Magnum Gold.

Rush in to Walmart where we'll show you how Magnum makes every moment golden. So, when you're seeking cherished moments of frozen indulgence, look no further than Walmart, where saving money and living better are always treasured.



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In-Store:

- **Event:** In-store events capture moments shoppers treasure most — those moments made for enjoying Magnum. In addition to sharing product details and coupons, the demo team will be on hand to snap photos of shoppers with Instagram cameras encoded with a special gold filters. They can share the photo with their friends and encourage them to “get a taste of Gold” by downloading their own app.
- **Display/POS:**
 - Custom gold Instagram filter is available via QR code at shelf or demo, so shoppers can turn all their precious memories to gold!
 - Display elements (i.e., super fridge, vault, shelf strips) are transformed to gold to introduce Magnum Gold — the new, shiny object in the freezer!

Social/Digital:

- **Contest Overlay:** Shoppers capture their most treasured moments with their mobile phones. And now, Walmart and Magnum are making them golden! How to enter: Visit your local Walmart, snap the QR code to download a custom gold photo filter. Then, take a picture of yourself treasuring your Magnum moment using and post it on Walmart's gallery with the hashtag #magnumgold. You could win a custom golden phone case and/or free prints at Walmart photo department.
- Walmart photo department coupons are also available when the shopper engages with the app and/or at the demo.
- **Optional Plus-up: Walmart Wishlist** – Create a list of treasured items at Walmart and you could win it.
 - Can also translate to in-store communication and online activation

The Art of Indulgence at Walmart

Every great work of art is inspired by something great. Among the world's frozen masterpieces, Magnum's artful combination of rich, Belgium chocolate and creamy ice cream serves as the muse and palette for a layer of gilded decadence that inspired the New Magnum Gold.

Now, you're invited to an exhibition of indulgence at Walmart, where you'll find Magnum Gold and the entire Magnum Collection on display. With premium ingredients and a magnitude of flavor in every bite, Magnum gives you even more to appreciate at your local Walmart.



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The Art of Indulgence at Walmart

In-Store:

- **Event:** Create an experiential event in which shoppers are invited to an exclusive “viewing” of the Magnum Collection, including the unveiling of Magnum Gold. In a simulated gallery setting, complete with walls of elegant product shots in gilded frames and product comm boxes on pedestals. Demo team will be on hand to “curate” the event, share product details, as well as collateral that inspires shoppers to master the art of indulgence at home (Magnum will, of course, be one of the tips.)
- **Signage/POS:** Indulgence tips tie in to other sections of Walmart and discuss different ways to elevate your enjoyment of Magnum. These tips can also translate to digital/social elements as a gallery or tab.

Geotargeted Direct Mail: Invites shoppers to the opening gala event “Art of Indulgence.” Piece conveys the elegant and indulgent aspect of the product and the event.

Social/Digital:

- **Walmart.com:** Email blasts, banner ads on local sites, and local Facebook invite shoppers to the in-store event, “The Art of Indulgence” (demo event looks and feels like an art opening with a more enriching engagement and execution)
- **Sweeps:** At the event, shoppers are invited to take pictures of the gold-framed product art in store and post to a Facebook gallery with the #magnumgold hashtag for a chance to win a Gold Walmart gift card for a \$50 value (multiple winners).
 - Cards can also be merchandised in gift card section with directional signage for increased awareness