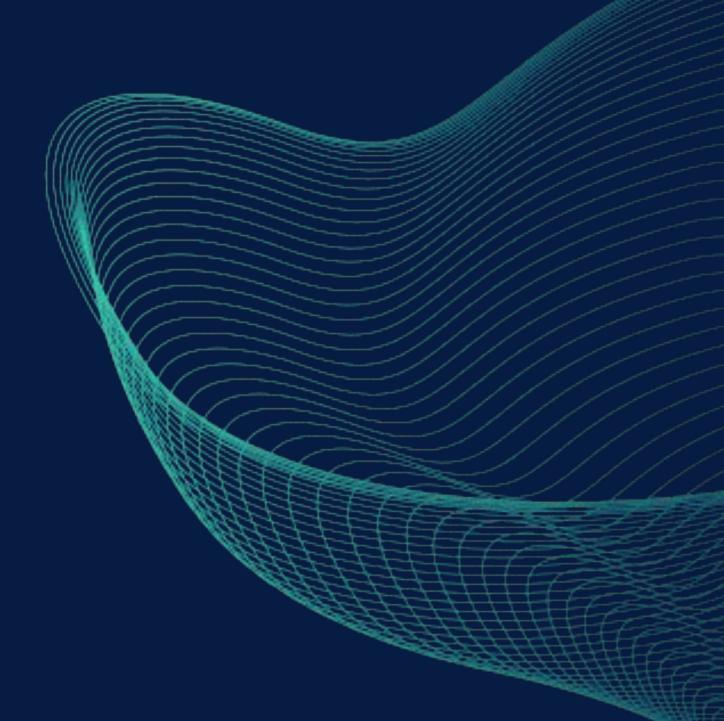




Partnership **Cross Promotion**

Walmart and Primo Water partnered to boost Black Friday sales with an omnichannel marketing approach, driving significant incremental purchases and long-term revenue potential.





Walmart & Primo Water Black Friday Partnership Cross Promotion

Program Overview

Walmart and Primo Water offered Black Friday shoppers a free 5-gallon water bottle with the purchase of a water dispenser.

Objectives

- Walmart: Increase Black Friday sales and long-term
 water sales through incremental purchases
- **Primo Water:** Boost dispenser sales and drive repeat water purchases

What We Did

Our multi-channel strategy included:

- Instantly redeemable coupons on water dispenser packaging
- Secured placement in Walmart's Black Friday circular ad
- Digital ad buy driving 22.5 million impressions
- In-store cashier prompts and co-located product displays
- Participation from 1,751 stores with pallet displays
- Ongoing residual impact from in-field promotional materials

Results

The campaign delivered outstanding sales lifts and long-term **revenue growth** potential from new water consumers. Dispenser sales surged during Black Friday, with sustained post-promotion impact.



3,660% daily dispenser sales lift No cannibalization of other dispenser SKUs



37% purchased dispenser & water Dispenser sales created more new water customers



\$1M potential annual revenue Opportunity for long-term water sales growth





Water Dispenser Ice cold and piping hot water on demand Spillproof design with leak guard Was \$99

Digital Ad Buy



On-Pack IRC



Circular Ad



Dispenser Pallets

Schedule a **Discovery Session**

Let's do this!

Reach Out Anytime:



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