

WAL★MART

'TIS THE SEASON TO BE ... CHEERLESS?

It was the critical holiday season. The retail environment was softening. Scrooge-like experts were calling for a chilly forecast of slumping sales. So, Wal-Mart turned to us – veterans prepared to lace up our boots and march right through the stormy conditions – to lead a team of 20 other partners. Our task: Look like retailers, act like retailers, talk like retailers in order to develop its largest, most integrated campaign ever and, of course, drive sales. Essentially it asked us to do what we do best: *InsideOut Retailing*™

We not only drove sales, we set them on fire. Frosty predictions were melted by a scorching \$67.2 billion in sales for the three months November through January, an average increase of 7% per month versus the prior year. Even more impressive, Wal-Mart's growth was double that of the category.

While gloomy clouds hung over the rest of the industry, we found the silver lining. In fact, we found blue skies, twinkling lights and picture perfect snowflakes. We developed a unifying messaging strategy that connected the brand's overall value positioning to our key female target's desire for the holidays – making the holidays special and brighter for her family and herself, but in a cost-effective way. We developed a unifying theme, "Be Bright," and a compelling new creative direction that was integrated across every consumer touch point. (The Grinch couldn't touch us. Fa la la la la la la la la!)

TV



Circulars



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