



## Creating an omnichannel approach that delivered an experience – and results

Creating meaningful shopper engagement requires more than isolated touchpoints – it demands a seamlessly connected omni-channel strategy that brings brands to life whenever consumers interact. Learn how BeybladeX, a globally renowned spinning top toy brand, brought fans and new players together across online and in-store channels through an integrated program combining in-store retailtainment, digital amplification, and community-driven experiences.



### Connecting across channels

**Who**

Beybladex, a leading spinning top toy

**What**

The brand engaged with shoppers using in-store and digital tactics to drive brand awareness, holding 8 experiential events over 5 weekends at 7 different locations alongside complimentary digital tactics.



#### In-Store

In-store events focused on community engagement and duels, bringing the spirit of the toys to life. Over 500 total engagements with more than 250 giveaways and over 200 players - both tournament and free play – made these retailtainment events a rip-roaring success!



#### Digital

Digital tactics included a branded homepage, unique to BeybladeX and built to showcase the brand and product. Paid offsite social, onsite banners, search hero banners, and tile takeovers drove discovery and consideration.

### Bringing home a win

168%

Overachievement of the planned awareness goal

5.6M

Impressions delivered over the course of the campaign

Approximately

2.5K

Clicks to brand homepage over the course of the campaign

+57%

Sales lift on day of events compared to same day week prior



"Working with Walmart Connect made it easy to connect with shoppers where they were already engaged and making purchases. By bringing the experience to Walmart locations across Canada, we removed friction and made it simple for people to participate and our digital placements helped carry that momentum beyond the store, creating one connected omnichannel journey."

**Rochelle Pires**  
Director National Account, Walmart

Ready to drive results and create an experience unique to your brand?  
Connect with us today!