



## New ready-to-make meal kit launches at Walmart Canada with a tasty in-store strategy

A leading Mexican-inspired quick-service chain recently launched new at-home meal kits, delivering their delicious restaurant taste in the comfort of Canadian kitchens.

As part of their launch strategy, the brand created a unique retailtainment experience at select Walmart stores—five in Quebec, three in Ontario, and three in British Columbia—with the goal of building awareness and purchase consideration.

### Try before you buy

#### Strategy

Locations were carefully selected to target shoppers at stores that see high foot traffic and have a strong affinity for the brand. There were also no restaurant locations nearby, making the at-home kits the most convenient way for these shoppers to enjoy the flavours they know and love.

#### Experience

By letting customers build their own tacos, the product was brought to life right before their eyes, allowing them to experience how easy and delicious these at-home kits truly are.

#### Impact

The new products and opportunity to participate in this experience were promoted through Walmart digital flyers, website, app, and offsite paid media, building momentum leading up to the event. This omnichannel approach ensured targeted, impactful reach for the brand, which drove meaningful engagement.



### The results? Delicious.

Over  
**6,000**

Samples served

**56%**

Higher sales in stores  
with retailtainment activation

Compared to pre-campaign period

**58%**

Higher sales in stores  
during campaign period  
than in sister stores

Ready to drive results and create an experience unique to your brand?

**Connect with us today!**