



Side Gables: Influencing Purchase Decisions Beyond the Shelf

Designed to extend brand presence beyond the shelf, Side Gable signage helped brands engage shoppers as they browsed and made purchase decisions.

Positioned on end caps, the signage featured a QR code that connected the in-store experience to Walmart.ca to support omnichannel shopping, while “Find us in aisle X” messaging supported cross-category placement by helping guide shoppers to products located elsewhere in the store. Together, these elements created more ways for brands to connect with shoppers and drove measurable business results.

Who

A mix of Grocery, Beauty, Home Care, and Pet brands.

What

Activated Side Gables to capture attention and strengthen brand presence during the in-store journey.

How

Large-format creative on end caps reached shoppers as they browsed, creating a prominent brand moment beyond the shelf.



Winning metrics

+12.6%

Sales lift

Proven incremental impact beyond natural category growth

Up to

26%

New-to-brand increase

Successfully attracted shoppers who had not previously purchased the brand

+7.5k

New customers

Scaled shopper acquisition with meaningful volume



Ready to drive measurable results for your brand? [Connect with us today!](#)