

Walmart

Walmart | Boosting Back-to-School Buzz with Local Media Outreach

CHALLENGE

Walmart's San Antonio stores sought to increase local media engagement and create storytelling opportunities that would drive consumer awareness and in-store foot traffic ahead of Texas' tax-free weekend. The focus was on promoting Walmart as the top destination for affordable back-to-school essentials.

OBJECTIVE

- Position Walmart's San Antonio stores as the go-to retailer for budget-friendly school supplies and college essentials tailored to both families and college students, particularly those attending UTSA.
- Maximize earned media coverage in the San Antonio market during the tax-free shopping weekend.

SOLUTION

Pierpont Communication secured, coordinated, and facilitated on-site media interviews with Walmart store managers, local shoppers, and news reporters. B-roll of featured products, store displays, and customer interactions was produced to enhance storytelling opportunities to position Walmart's San Antonio stores as the go-to for budget-friendly school and college essentials. To reach both families and UTSA students, we featured real shoppers and tailored content around K-12 needs and dorm essentials. Timed outreach around tax-free weekend drove live and pre-recorded coverage across top local outlets, maximizing earned media and in-store traffic during a key retail period.

RESULTS

Walmart's San Antonio stores secured over **10 media hits** across **5 major media outlets**, driving strong visibility and foot traffic during the tax-free weekend, solidifying its role as the top destination for affordable back-to-school shopping during a high-impact retail moment.

BY THE NUMBERS

10

Media hits

5

Major media outlets