Walmart | Establishing a Back-to-School Destination

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OBJECTIVE

To kick off the Tax-Free Shopping Weekend in Houston and Beaumont, and position Walmart as the retailer of choice for all things back-to-school, Pierpont Communications executed a highly targeted media campaign to secure coverage.

SOLUTION

The two-pronged approach included assembling and distributing backpack media drops containing top back-to-school items sold at Walmart and hosting media open house events prior to and during the Tax-Free Shopping Weekend.

RESULTS

As a result, seven local stations in Houston, including two Spanish, broadcasted live from inside a Walmart store during the morning and evening news. And, two local stations in Beaumont – KBMT-ABC and KFDM-CBS taped in-store segments that later aired on the evening news.

The secured coverage highlighted themed segments coordinated by Pierpont, including a student fashion show, product discount features, and interviews with a Walmart spokesperson and Texas Senator Rodney Ellis, who helped pass the tax-free holiday legislation in Texas – all of which further reinforced Walmart as the back-to-school shopping destination.

BY THE NUMBERS

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Broadcast news stories