



Walmart PR & Marketing | Positioning a National Retailer Through Regional PR & Marketing

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CHALLENGE

Ahead of the holiday shopping season, retailers nationwide were faced with an opportunity and challenge – to fill the void left in the market by the closure of Toys“R”Us. [Walmart](#) aimed to position itself as the one-stop-shop for consumers’ holiday shopping needs and engaged Pierpont to tell its story and promote its holiday toy shop in the Greater Houston Area.

OBJECTIVE

Pierpont was tasked with developing a local media campaign that engaged traditional media and influencers, resulted in media coverage across multiple mediums (print, broadcast, and digital), and generated social media engagement. To engage traditional media and influencers, Pierpont coordinated in-store toy demos with broadcast and print outlets. The team invited media to see the top toys for the holiday season, interview customers, and talk with a local store manager on how Walmart was continuing to innovate the retail experience.

APPROACH

Pierpont also identified a key target audience that would be conducting holiday shopping for children – moms – and focused on reaching this demographic through a local social media influencer and mom blogger. The team invited this local blogger to come into a Walmart store with her children to participate in the toy demos and show that the toys were kid-tested and approved. She explored the toy aisles with her children on Facebook Live and generated more than 4,500 views among her 30K plus followers.

RESULTS

The holiday retail campaign generated a total of 35,333,730 media impressions earned from multiple stories secured by print, online, and broadcast outlets, including the *Houston Chronicle*. The broadcast segment recorded in-store and aired during Black Friday weekend reached an estimated 32,054 viewers and highlighted the innovation behind Walmart’s shopping experience and the convenience of checkout alternatives the national retailer provides to consumers.

Generated on December 17, 2025 | Pierpont