

Walmart Luminate Case Study

First aid: Clean, Treat, and Protect



“Walmart Luminate has allowed us to understand our customer better than ever before.”



Stephanie Tharp

Senior Merchant
Walmart

Kate Sorrell

eCommerce Customer
Development Manager
Johnson & Johnson

K Walmart Luminate Case Study: Kenvue

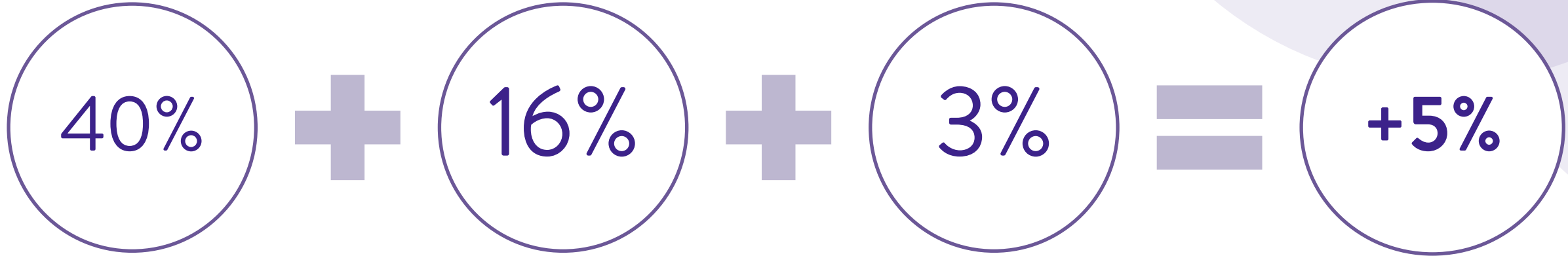
The opportunity: Help consumers be better prepared for wounds

Kenvue wanted to help consumers prevent infection and minimize scarring from wounds, but only 40% of consumers felt prepared.



K Walmart Luminate Case Study: Kenvue

The opportunity: Educate customers and promote better wound-healing outcomes

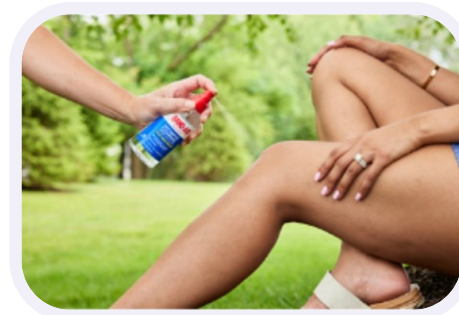
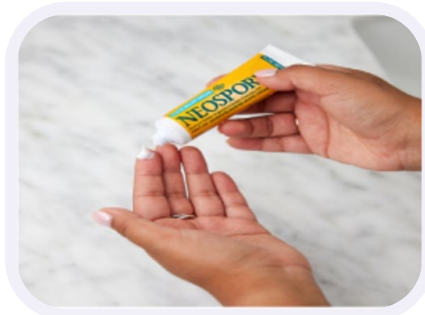


Cover with a bandage

Treat with an antibiotic

Clean with an antiseptic

Category growth opportunity



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The approach: Deep dive into behaviors

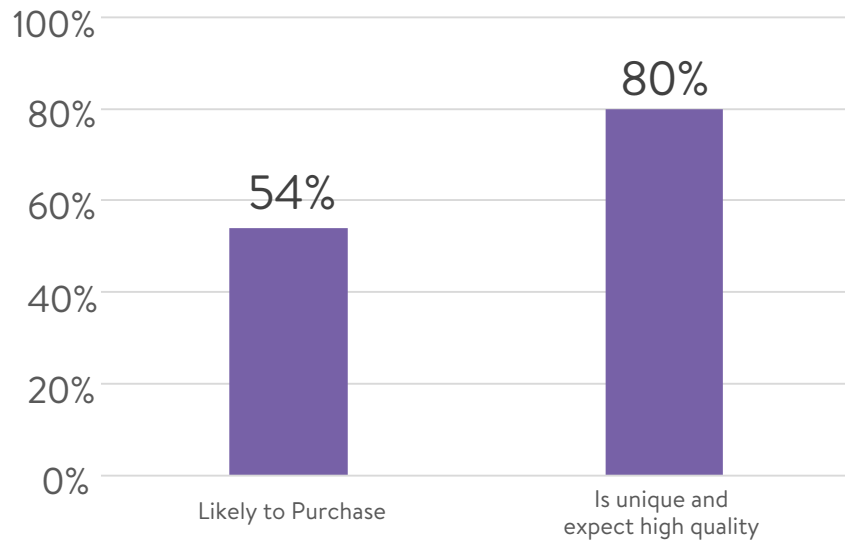
Kenvue leveraged Walmart Luminate to identify D40 shoppers and learn how they would respond to a wound care pack of products that **clean, treat, and protect**.



Customer Perception:

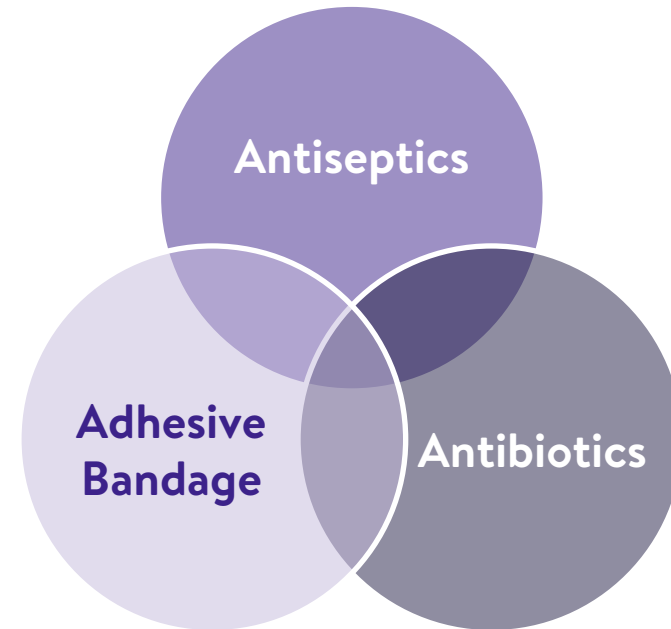
How likely are shoppers to purchase this clean, treat, protect pack?

Clean Treat Protect



Shopper Behavior:

Understand the number of baskets with all the products

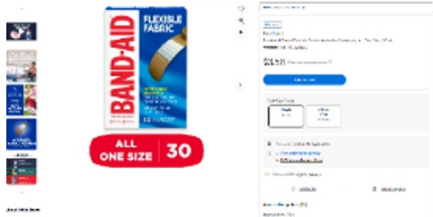


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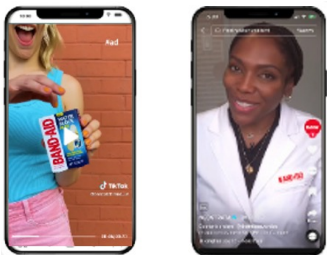
The approach: Digital activation

Walmart Connect digital banners, social media campaigns, and a first-ever first aid category page on Walmart.com told the **clean, treat, protect** story online.

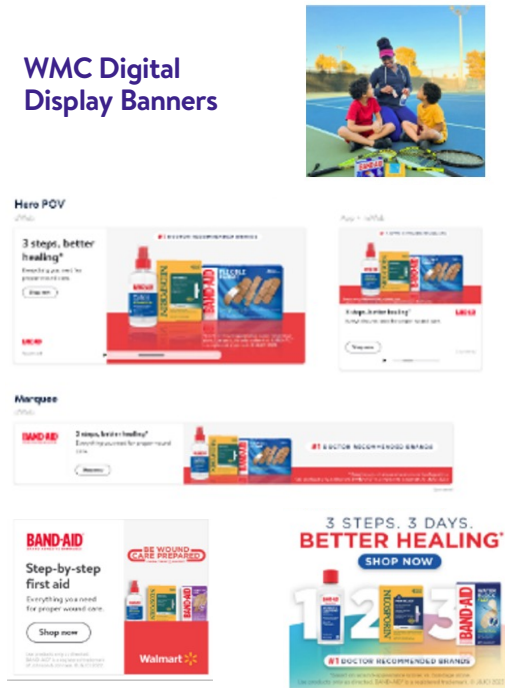
A+ Digital Shelf



Social Influencer Campaign and Amplification



WMC Digital Display Banners

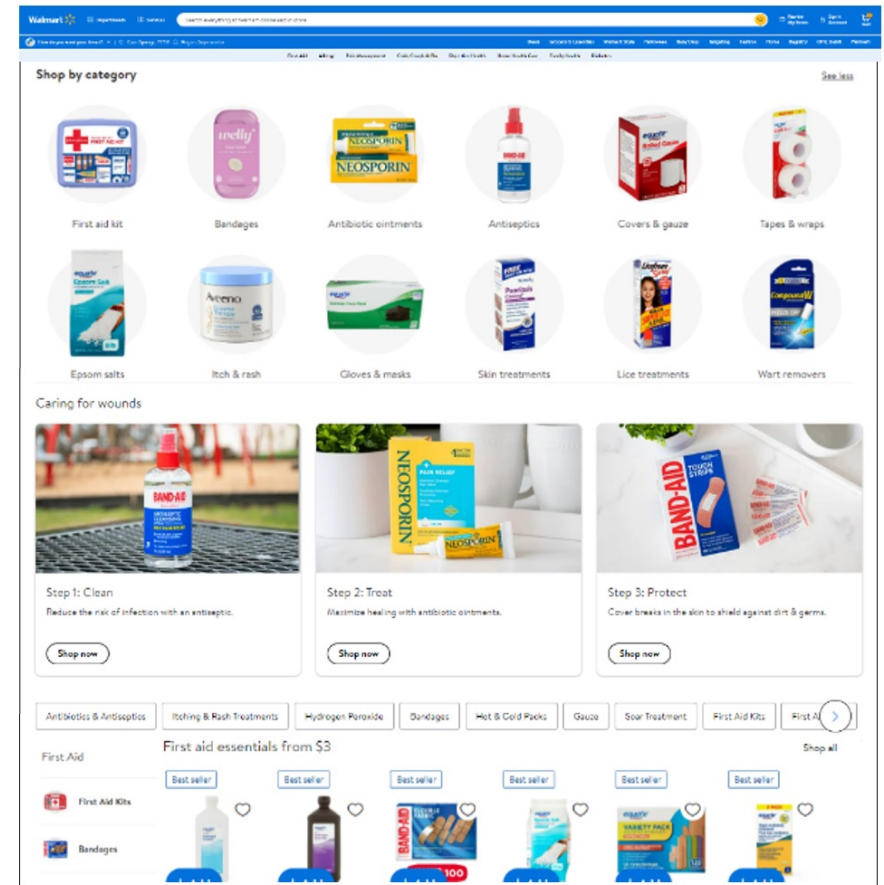


N Up Strategy



First Ever First Aid Category Landing Page

- Health Care
- Shop All Health
- COVID-19 Test Kits
- Cough, Cold & Flu
- First Aid**
- Pain Management
- Allergy, Sinus & Asthma
- Home Health Care
- Home Diagnostic Tests
- Diabetes Management
- Eye Care
- Ear Care
- Foot Care
- Heating Pads & Braces
- Massagers & Physical Therapy Aids



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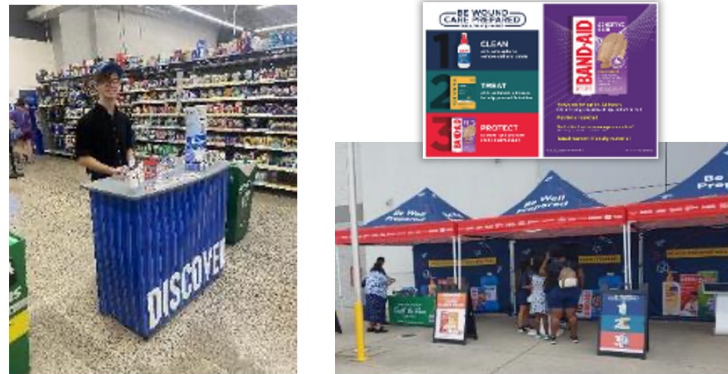
The approach: In-store activation

Educational messaging on features, at the shelf, and a rework of the modular carried the campaign through in the stores. Over 80% of store operators adopted these changes during the summer season.

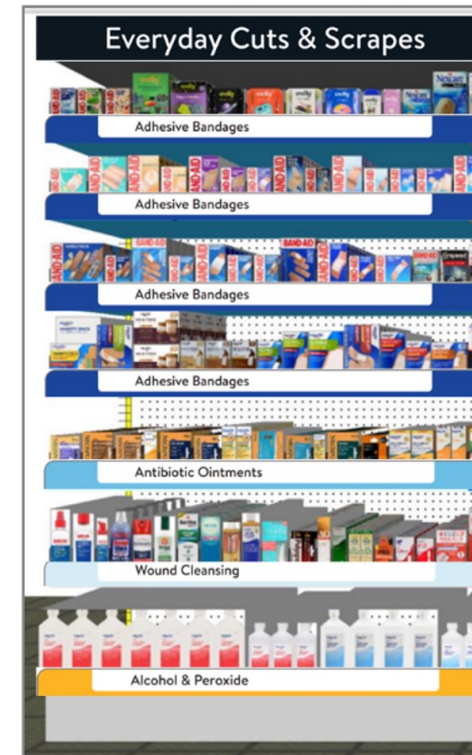
Features



Wellness Days / Demo Sampling



Modular Flow & Navigational Signage



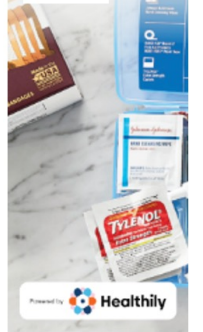
Educational Signage

Clean,
treat &
protect

- ✔ Clean – to reduce risk of infection in the wound
- ✔ Treat – antibiotic ointments can help speed healing
- ✔ Protect – bandages shield from germs & debris



Explore more items



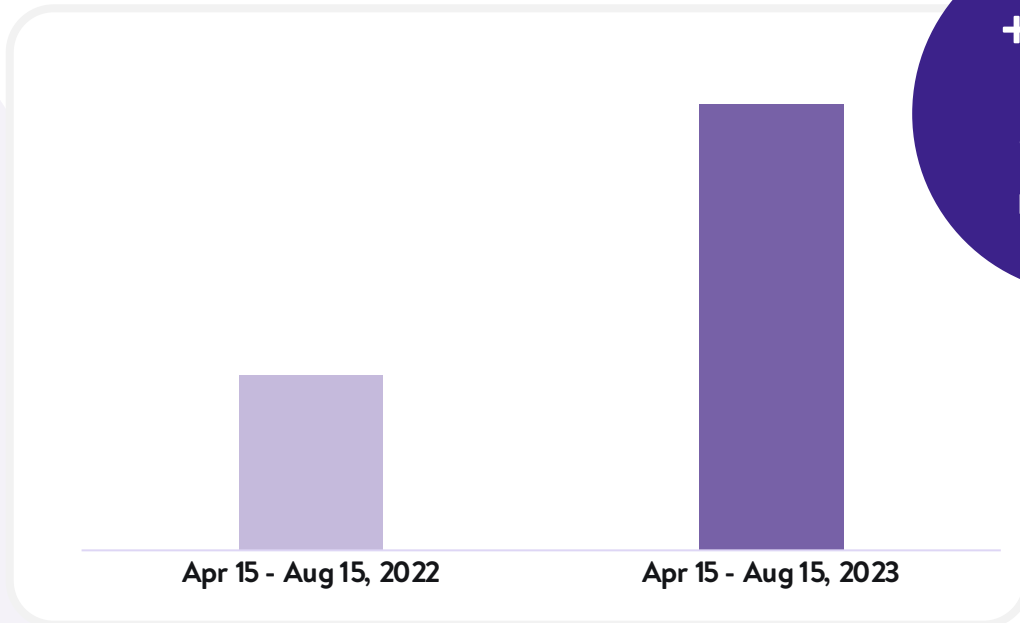
Powered by Healthily

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Results: Clean, treat, protect—and win

While Customer Perception helped Kenvue test their idea, Shopper Behavior evaluated its performance and confirmed its success in basket growth.

Clean, treat, protect



+15.5%
baskets
with full
regimen

Walmart Luminate Shopper Behavior March-August 2023 vs. YA

