

Walmart ✨ x So Yummy

Deep Dive Into First Media's Award Winning 360° Social Commerce Campaign with Walmart.



Overview

The 12-week campaign consisted of original video content for social and television **designed to engage, excite - and most of all drive action.**

All products and ingredients in each piece of content could be purchased on Walmart.com directly in just a few clicks, creating a **seamless shoppable experience.**

Recipe based content was organically distributed across So Yummy's social media platforms to drive awareness and engagement. Performance Marketing ads were then created based on organic content, but with a call-to-action to "shop all recipes." **This paid media strategy drove action, purchase and purchase intent.**

A custom television show was created for So Yummy's linear TV network, exclusively featuring Walmart products throughout the 10 episode series, Unbox'd, where **audiences could get the ingredients from the show directly to their home through a text code.** Influencers from the cast also created custom content for extra amplification.

The proprietary shoppable product (in partnership with Walmart's API connectivity) on the back end of the So Yummy website is what brought the experience full circle and elevated the content to commerce experience.



Organic Content

Goal

The organic social strategy in this campaign was designed to accomplish the goal of awareness and engagement. Once audiences were engaged and excited on social media, the paid media strategy took hold to drive the action, purchase and purchase intent through dynamic ads retargeted to those who engaged with the organic content.

Distribution



Results



The organic social campaign alone also drove **154K clicks to the shoppable landing page.**

Long-Form Content

Goal



Unbox'd then drove the engage, excite and action experience even further, providing more opportunities for audiences to shop recipes and more direct purchases for Walmart.

Distribution



Results



Unbox'd garnered an additional 1.2M total reactions and engagements through the influencer amplification on social media.

Action-Driven Content

Goal

Dynamic Ads driving direct awareness and action of shoppability through delicious custom recipes with Walmart.

Results



Delivered 343K clicks to the shoppable destination.