

Product Sampling at Walmart

with

REGAL NAILS
SALON • SPA

SMART X STYLE
FAMILY HAIR SALON

BrandTelligent is pleased to offer your brand access to this select group of beauty-minded consumers at Walmart.

A “POLISHED” Opportunity

Get your product sample in front of this sought after female demographic in a retail environment where self-care and appearance are top of mind.

Brands will drive product trials and increase awareness through sampling at 2,000+ Salons inside Walmart stores nationwide. Salon Associates will personally hand-deliver

your sample at checkout allowing brands to reach up to 750K Walmart shoppers per month who visit the salons each month. Quantities and number of locations are customizable.

Sample distribution may be requested during key periods such as Valentine's Day, Mothers Day, Back-to-School, and the Holidays.

Category reservations recommended.



DEMOGRAPHICS

Millennial Women
aged 21-54



REACH

Up to 750k shoppers
per month



LOCATIONS

2,000+ Salons inside
Walmart Stores



TIMING

Customized



DEADLINE

5 Weeks Prior to
In-Store Distribution



MINIMUM QTY

30k

THE REGAL MISSION STATEMENT:

“You as a customer should expect to have a comfortable, relaxing experience with quality services available at prices that are fair to all. We hope that each and every client who passes through the doors of a Regal Nails salon walks out feeling better than they did walking in.”

Your brand will be an important part of the quality customer experience that Salons expect for every client.

brandtelligent

Trial • Awareness • Engagement • Relationship



We Use Multiple Touchpoints Along the Consumer Journey.

We ensure your brand message is communicated continuously!

First, samples and offers are hand delivered with a welcome card containing a QR code, which when scanned prompts the consumer to participate in an AI-driven interactive conversation with the brand. This “BrandVersion” creates deeper consumer engagement and conversion rates.

BrandVersions **yield average engagement rates between 65-79% and conversion rates of 9-18%**. The following calls to action may be included when customizing the AI survey:

- Surveys
- 1st party data captures
- Drive to retailer or brand page
- Product Reviews
- Add-to-Cart connectivity
- Emails pushed to CRM in Real Time

Scan the QR to see an example.



It's All in the Details!



SAMPLES

Samples are distributed with an accompanying consumer survey card at checkout by a salon associate. **100% Share of Voice!**



QR CODE SURVEY

AI-driven interactive consumer survey allows brands to capture 1st party data, product reviews and **REAL** feedback while driving purchase through **BUY NOW** or **add to cart connectivity** at retailer and brand checkout pages.



CRM INTEGRATION

1st party data from the AI survey may be pushed to select CRMs in real time allowing brands to **create and send immediate follow up communication** to consumers while they are still actively engaged with your product.



IN-STORE MESSAGING

Each Salon will have a branded counter card at the register announcing the free sample with purchase. Counter cards promoting your product may include a product shot, logo and brand message.



DATA INSIGHT REPORT

KPI report provided at completion of program.

For more information, pricing and to reserve your category, contact the BrandTelligent team at info@brandtelligent.com

2024 PROMOTIONAL CALENDAR AND TIMELINE

Program Type	Quantity Per Month	Program Close Date	Artwork Due Date**	Samples Due to Fulfillment Center	50% Payment Due*	Distribution Begins
Custom Sampling	Up to 750K	Flexible	45 days prior to distribution	30 days prior to distribution	15 days prior to distribution	Custom Timing

**Balance due upon submission of program depletion report*

***Artwork requirements for digital and printed program components:
Brand vectored logo & silo'd brand SKU image*



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