

# CLAIRE'S STORES SAMPLING IN WALMART

Reach up to **325K trendsetting Walmart shoppers** per month who visit Claire's Stores in **385 Walmart locations** to shop the hottest styles and trends from cool jewelry and hair accessories to gifts and school supplies!



Claire's is a popular fashion jewelry and accessories store, and the go to place for ear piercing services mainly appealing to **tween and teen** aged girls. Join Crayola, Werther's and other leading brands in rewarding young shoppers for just "Being You".

By incorporating themes that focus on empowerment our sample executions promote self-care and positivity with products for both Mom and daughter.

A great opportunity to introduce your brand to this valuable tween audience as they become consumers themselves for the first time. At this age, tweens begin to build a relationship with specific brands which turns into long-term loyalty and influence the purchasing decisions of their friends and families.

**385**

**WALMART**  
Store Locations



**325**

**THOUSAND**  
2024 Monthly  
Distribution



**GIRLS 3-18**

**TWEEN/TEEN & MOM**

3-12 years of age typically accompanied by Mom or other adult. 12+ shop with friends.

Demographic

# 2024 PROMOTIONAL CALENDAR KEY DATES

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 325K	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

## Demographic



Tween/Teen Girls  
3-18 and Moms who  
accompany ages 3-12

## Reach

**325**

Walmart  
Shoppers  
Per Month

## Locations

**385**

Claire's stores  
In Walmart

## Timing

**Customized**

Samples Due 5 weeks prior  
to in-store distribution

## Program Components

### In-Store Exclusive Sample Distribution

- Samples personally hand delivered by Store Associates to surprise and delight engaged Walmart shoppers and reward customers during checkout or at lease line entrances. 100% Share of Voice!

### In-Store Signage

- Counter card with product shot displayed at registers and/or messaging on 22" X 11" floor stand topper at lease line when space is available.

### Custom Branded Consumer Survey Card

- 4X6 collateral card overwrapped with sample includes a QR survey with incentive to scan and call to action based on brand's KPI's

### Social Media

- Brand messaging on channel IG/FB feeds where available.

### Data Insights Recap Report

- Provided to brand at completion of program



FOR MORE INFORMATION  
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