

Drive Traffic to Your Brand with Product Sampling at Walmart Auto Care Centers

An AUTO-matic Win for Your Brand

Walmart shoppers can now “TEST DRIVE” YOUR product at the **Walmart Auto Care Centers inside 2,580 Walmart locations!**

BrandTelligent offers access to this captive group of **650K Walmart shoppers per week** while they patiently wait for their cars to get serviced. Your brand will be strategically placed ‘front and center’ in the waiting areas or on the front seat and dashboards of serviced cars to “surprise and delight” car owners when their car is ready.

One-off sampling programs include a custom branded survey and in-store signage placed at registers and waiting areas. Counter cards, displaying a product shot and brand message, drive shoppers to the **designated Walmart aisle** to immediately purchase your product while on-site!

Custom quantities and timeframes are based on available space. It’s a great time to reach this highly sought-after audience while their adrenaline is racing! Reserve your category today!



DEMOGRAPHICS

75% Male
Ages 25-54
Avg. HHI \$75k



REACH

Up to 650k customers
per week nationwide



LOCATIONS

2,580 Walmart
Auto Care Centers



TIMING

Customized



DEADLINE

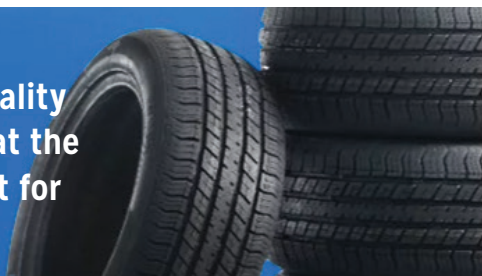
5 Weeks Prior to
In-Store Distribution



MINIMUM QTY

50k

Your brand will be an important part in the quality customer experience that the Auto Care Centers expect for every client.





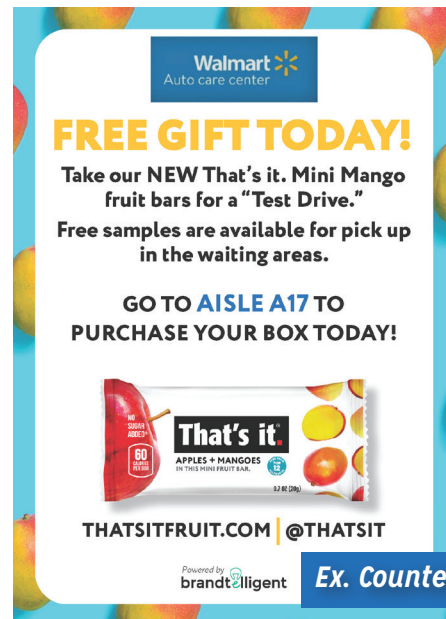
We Use Multiple Touchpoints Along the Consumer Journey.

We ensure your brand message is communicated continuously!

Samples are distributed with a double sided branded card prompting the consumer to take an AI driven interactive survey. This “BrandVersion” creates deeper consumer engagement yielding average engagement rates between 65-79% and conversion rates of 9-18%.

BrandTelligent programs include:

- 100% SOV activations-you’re the exclusive sample distributed!
- Highly efficient cost per sample
- AI Survey “BrandVersion” with email capture for re-targeting
- Consumer insights report
- Compliance checks
- Case studies



Ex. Counter Card

It's All in the Details!



SAMPLES

Up to 650K samples per week are distributed with an accompanying consumer survey card in the waiting rooms or on the dashboards or driver seats of serviced cars.



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

Branded counter cards announcing the free samples will be placed at the check-in desk or service waiting areas at each Auto Care Center. Counter cards promoting your product may include a product shot, logo, brand message and **in-store aisle where product can be purchased**.



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