



Partnership Cross Promotion

Walmart and Primo Water partnered to boost Black Friday sales with an omnichannel marketing approach, driving significant incremental purchases and long-term revenue potential.

Walmart & Primo Water Black Friday Partnership Cross Promotion

Program Overview

Walmart and Primo Water offered Black Friday shoppers a free 5-gallon water bottle with the purchase of a water dispenser.

Objectives

- **Walmart:** Increase Black Friday sales and long-term water sales through incremental purchases
- **Primo Water:** Boost dispenser sales and drive repeat water purchases

What We Did

Our multi-channel strategy included:

- Instantly redeemable coupons on water dispenser packaging
- Secured placement in Walmart's Black Friday circular ad
- Digital ad buy driving 22.5 million impressions
- In-store cashier prompts and co-located product displays
- Participation from 1,751 stores with pallet displays
- Ongoing residual impact from in-field promotional materials

Results

The campaign delivered outstanding **sales lifts** and long-term **revenue growth** potential from new water consumers. Dispenser sales surged during Black Friday, with **sustained post-promotion impact**.

1

3,660% daily dispenser sales lift

No cannibalization of other dispenser SKUs

2

37% purchased dispenser & water

Dispenser sales created more new water customers

3

\$1M potential annual revenue

Opportunity for long-term water sales growth



Digital Ad Buy



On-Pack IRC



Circular Ad



Dispenser Pallets

Schedule a Discovery Session

Let's do this!

Explore how we can support your goals.

Reach Out Anytime:



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