

# Walmart Canada Case Study



## Steve the Greeter TikTok Program

### Opportunity

Walmart Canada recognized the opportunity to amplify authentic, community-centered stories by highlighting Steve, a beloved store greeter from Amherstburg. By showcasing his personality and creating TikTok content, the campaign aimed to engage customers and drive real impact.

### The Outcome

Working with Brand Networks, Walmart launched a content series starring Steve. The approach focused on snackable, lighthearted videos, consistently posted twice a week with a signature hashtag (**#SteveTheGreeter**). This strategy engaged audiences and turned Steve into a viral sensation.

# 92%

of TikTok views came from Steve's videos

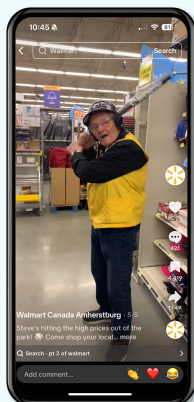
# +8x

sales growth in Store 1072

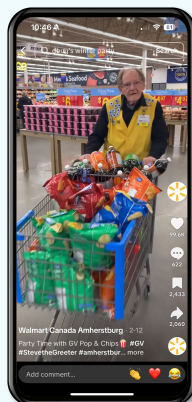
# 1.37MM

average reach per video

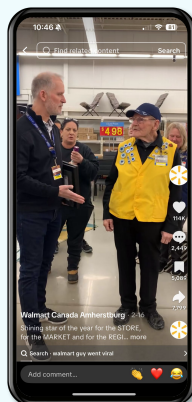
### Steve's Viral Content



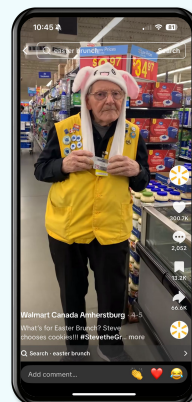
65K Likes



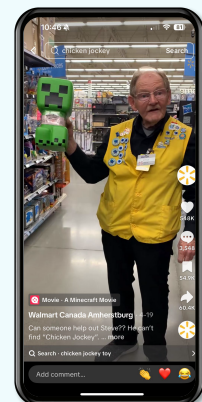
99K Likes



114K Likes



300K Likes



548K Likes

# Walmart US Case Study



## Employee Advocacy Program at Scale

### Opportunity

Walmart aimed to empower its associates to build stronger, more authentic connections with their local communities. With thousands of stores nationwide, the opportunity to turn employees into storytellers presented a scalable way to humanize the brand, drive local engagement, and ultimately boost in-store and online sales.

**94%**

store adoption rate

**44MM**

total program reach

**13MM**

total program engagements

### The Outcome

Walmart launched an Employee Generated Content (EGC) program in collaboration with Brand Networks, enabling **76,000 associates** across **4,600 stores** to create and share localized content. Using a custom mobile app, employees produced short, meaningful stories that celebrated customer moments, team milestones, and real store life — all designed to connect with local shoppers across social channels.

This authentic, people-powered content helped deepen the consumer-brand relationship and created a sustainable engine for localized engagement at scale.

