

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.

