Walmart

Medium
Online Video
First run:
2015-01-26

"WALMART TO GO ISN'T JUST CONVENIENT " (30s)

ABX 141.1

| | 0 | 20 | 40 | 60 | 80 | 100 | 120 | 140 | 160 | 180 | 200 |
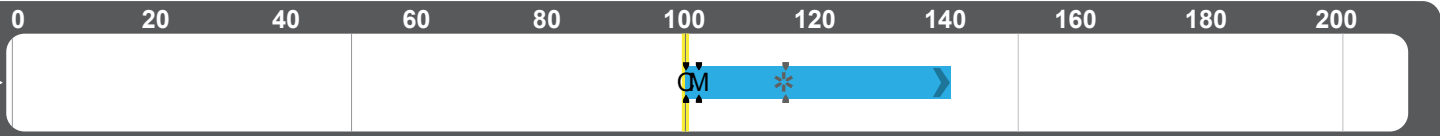
vs. average for: **C** Category **M** Medium ✳ Walmart Average for Media Type

Summary

Report Date: 2015-06-09 20:39 GMT

Top Category:
Retailers

Category:
Department Stores

Sub-Category:
Services

Product:
Walmart To Go

Description:
Visual:lady shopping online. lady shopping in store. man delivers grocery to woman at home. Female v/o: It let's me do all my

Category		Frequent	Regular
140.2	By Usage	**163.0**	**153.7**
		Occasional **128.6**	Never **93.1**

Medium		Frequent	Regular
137.6	By Usage	**142.0**	**138.7**
		Occasional **125.2**	Never **114.2**

Gender
Male 135.5
Female 146.4

Generations
Millenials 147.3
Gen X 137.8
Boomers 133.9

Ethnicity
African Am. 140.7
Caucasian 139.2
Hispanic 138.9

Response

Response	Raw	Index
Awareness:	98%	**115.8**
Message: (delivery)	87%	**139.7**
Clear:	89%	**134.1**
Understood:	90%	**123.6**
Reputation:	51%	**241.0**
Relevance:	67%	**130.3**
Likeability:		
See Again:	62%	**136.7**
Like:	56%	**165.4**
Dislike:	4%	**39.3**
Call to Action:		
Contact:	7%	**213.6**
Web:	30%	**188.9**
Look For:	29%	**155.6**
Purchase:	20%	**121.8**
Recommend:	23%	**200.9**
Talk:	22%	**168.4**
None:	35%	**63.8**
Any:	65%	**143.4**