



CONNECTIONS MEETS CULTURE

How Walmart uses ethnography to unlock brand love

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ANTHONY

CEO, BAMB NEW YORK

BAMB is a global insight and strategy agency with creativity at its heart.
We deliver Living Insight that has lasting influence and impact in our Client's business

Background

Advertising agency, ethnographer, brand and communication strategy

We partner with some of the biggest brands in the world

Walmart, Coca-Cola, Meta, HSBC, Unilever

The logo for ANA, consisting of the letters 'ANA' in a bold, white, sans-serif font, enclosed within a white rectangular border.

SR DIRECTOR, BRAND STRATEGY AT WALMART

Driving our overall positioning, cultural strategy inclusive
of diverse communities and Gen Z

Some of the work

Mean Girls, Barbie / Patrick Mahomes 'Carts', Midwest Kids for BHM

I've also had the privilege of consulting with the great companies in the world

Under Armour, Chewy, IBM, and Dow

255

million customers

AROUND THE WORLD



In 2023, Walmart topped the **Fortune 500**

For the 10th year in a row

We're the **#1 grocer** in the country

**Our purpose is to help people
save money and live better.**

**We have a strong culture and vision for our total
company that includes a purposeful role for each and
every one of our 1.7 million U.S. associates.**



People know how Walmart can
save them
money

TARGET

TRADER JOE'S

But something happened... customers

CHANGED

TEMU

amazon



ALDI

Drive the intangible relationship

More emotional,
deeper connections



How would you do that?

We have so much shopper data ...

MOUNTAINS



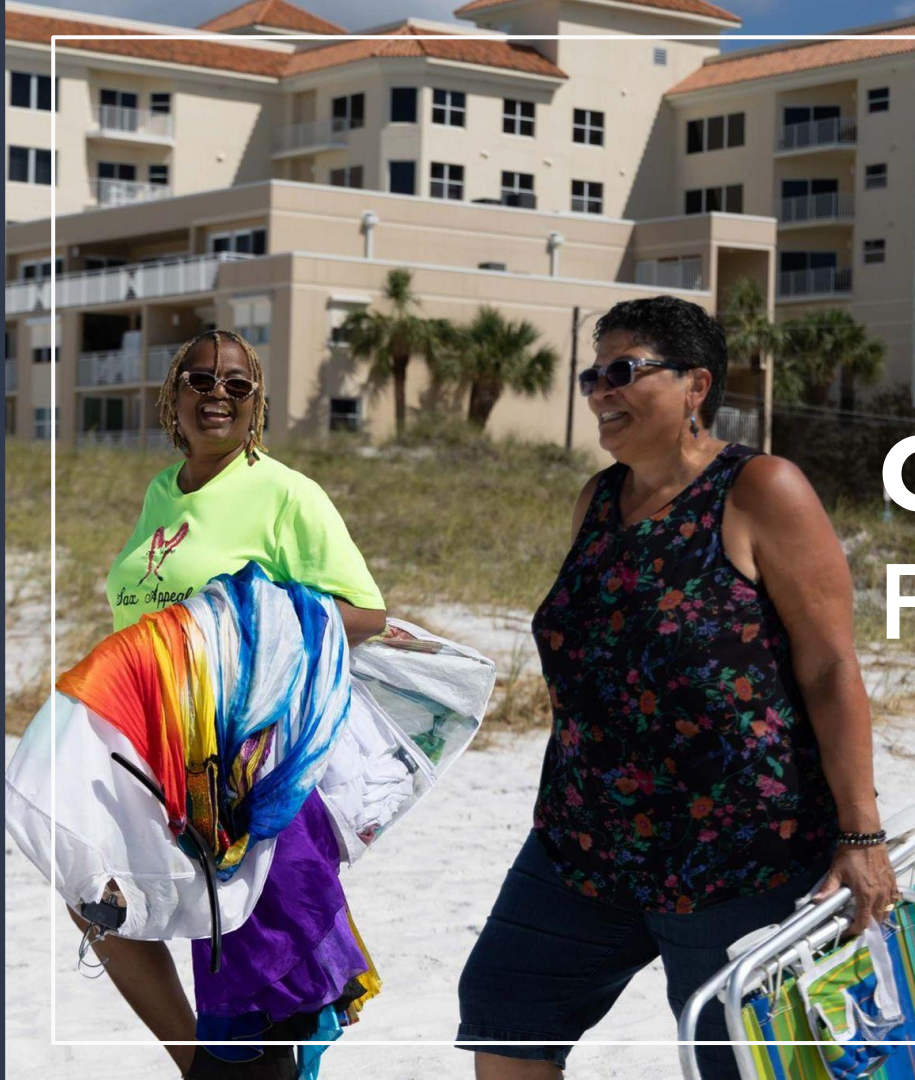
Through getting to know them better,
we can drive better, more culturally
relevant, more personally relevant
ways to connect with them –
that we get it.

Which unlocks:

BETTER
creative
conversations

NEWER
associations
with Walmart

BETTER
business
growth



CHALLENGE FOR THE BRAND

How to connect emotionally
with customers



ETHNOGRAPHY

Helps Walmart understand customers as people

BAMM team used ethnography to

SURFACE LOVE CASES

Love cases are how people's love for Walmart shows up through the products, services, and experiences that Walmart delivers

2 person team

Ethnographer and photojournalist

Low intervention model

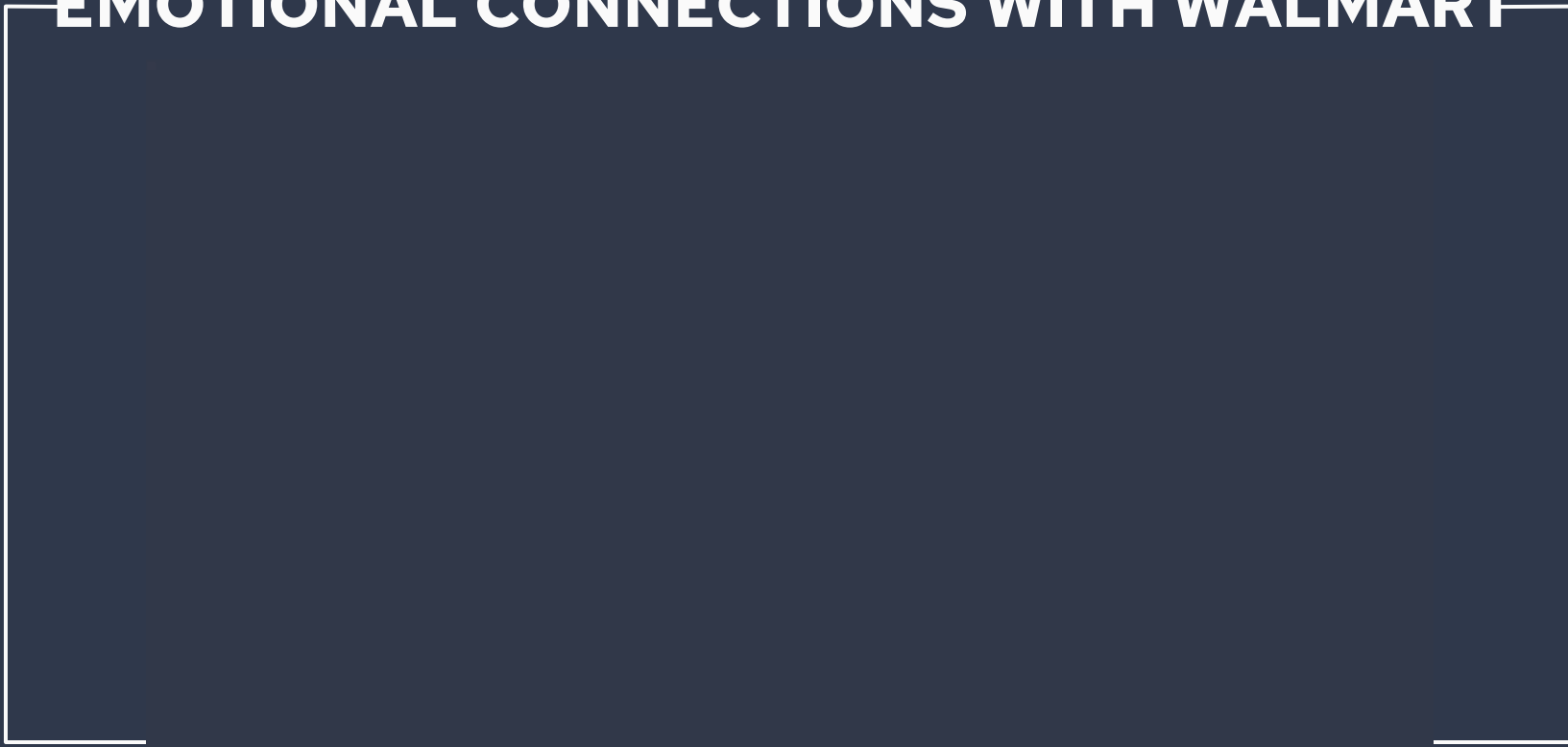
To unlock the role of the brand in their lives

4+ hours

In people's homes and neighborhoods



EMOTIONAL CONNECTIONS WITH WALMART



Our ethnography framework drives the

CREATIVE AGENDA FOR THE BRAND

This is how we unlock brand love:



CULTURAL CONTEXT

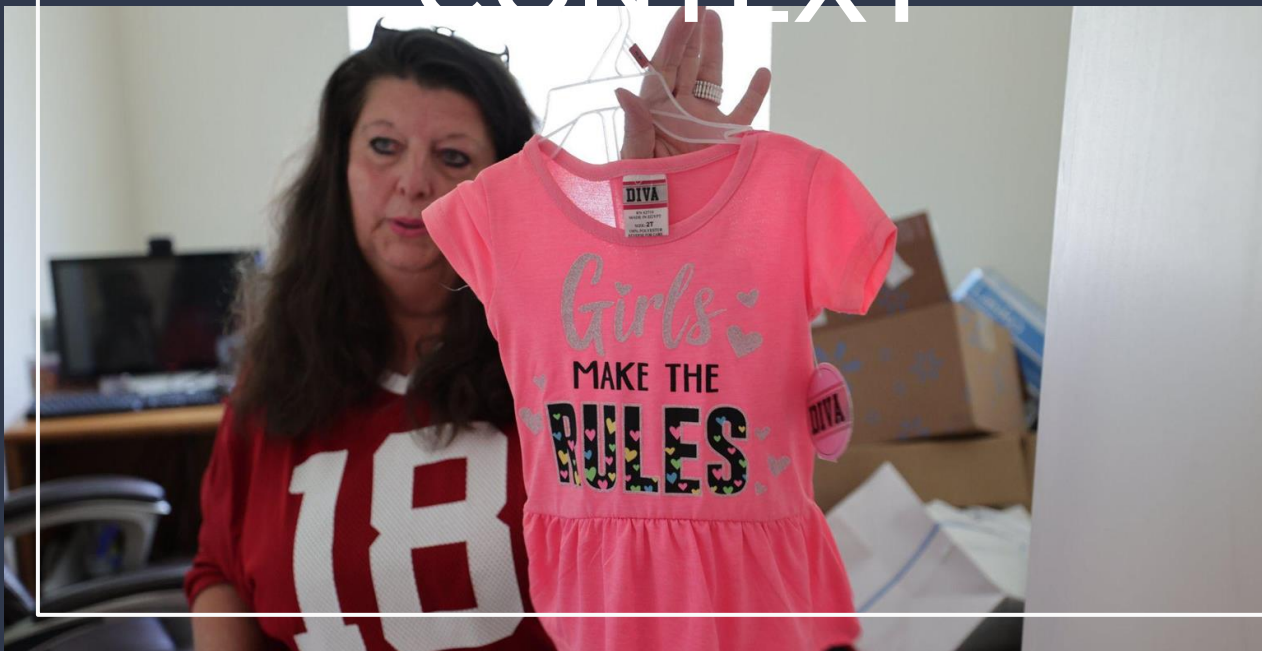


Values and beliefs
drive behavior

In Shashank's cultural tradition it is bad luck to purchase items for a baby before they're born. No car seat. No diapers. No wipes.

Walmart helps Shashank feel like a rockstar dad because he can get everything done in one trip. It's the efficiency that forms the payoff.

SOCIAL CONTEXT



Showing love
through
giving gifts

Cyndi revels in her role as "Amazing Grandmother" and spoiling her grandkids. For young children, these moments are high emotional pleasure which create the memories that form their relationship.

Walmart enables Cyndi to surprise them with anything from dinosaurs to dresses.

PERSONAL CONTEXT



Transitioning to a big girl bike

Alexa was nervous to make the leap to a bike with hand brakes rather than coaster brake. But with a bigger bike she could explore further around her home

Her Dad took her to Walmart to choose her bike because it's a familiar and relaxing environment. Walmart is a trusted brand to navigate these rites of passage

Love cases inspire communications rooted in

HUMAN INSIGHT

CULTURAL CONTEXT

Dads as superheroes,
able to solve problems
quickly with same day
delivery



SOCIAL CONTEXT

Cool Grammy with
all the best stuff



PERSONAL CONTEXT

The ups and downs of
kids gaining their
independence



When would you use ethnography for

CREATIVE DEVELOPMENT



When you want to do work on your brand's human insight

When you can afford to break away from traditional marketing agendas

When you want a deep understanding of the emotional role your brand plays in customers' lives

When you want to understand the cultural landscape





Q&A

THE END



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