

MARKETING CASE STUDIES:

"Gordy Days at Walmart"

Majesty Pictures' Frank C. Schroeder created Walmart's first in-store promotional campaign for a theatrical released motion picture with the family friendly film **Gordy**, in over 300 select Walmart locations across the country.

The marketing theme was "**Gordy Days at Walmart**" and included an actual "country fair" in cooperation with the national Justin Boots, Lisa Frank, 4-H Club, local radio stations, and other local business as well as in-store banners, posters and sales clerks wearing **Gordy** merchandise for the film's promotion.

"Gordy Days at Walmart" provided a great opportunity to build a deeper affinity with their customers by providing them with a true family experience.



Mr. Schroeder's marketing innovation helped validate that by selling an experience, Walmart could not only sell more products but sell them more deeply than any traditional marketing campaign.

Since the **Gordy** marketing campaign, numerous Hollywood studios have sought promotional and exclusive pre-sale tie-in's with Walmart for the theatrical release of their major tent pole films.

Walmart is an American multinational retail corporation that runs chains of large discount department stores and warehouse stores.

The company is the world's second largest public corporation and biggest employer in the world with over two million employees.

Walmart remains a family-owned business, as the company is controlled by the Walton family.

