

Home Tester Club x Walmart Canada

Your all-in-one solution for digital content.

Build Relationships with Real Consumers.

Generate Ratings & Reviews and Syndicate to Walmart.ca
Hyper-targeted product trial to reach your ideal consumer.

Gain Momentum for New Product Launches.

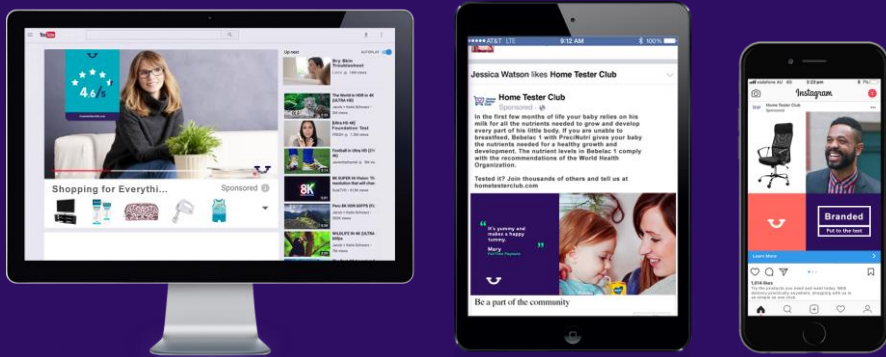
R&R can be pre-seeded so innovation is fully supported with the authentic voice of the consumer.

Establish and Substantiate Product Claims.

Beyond just reviews, ask your Testers anything! We can generate research & insights, claims, UGC, and other digital content.

Populate Content Hubs.

Expand your reach with static assets, testimonials and other content for your paid, owned and earned media, all created in-house!



Process:

Week 1

Home Tester Club Brief: Vendor completes Home Tester Club briefing form.

Order Samples: Vendor will order appropriate amount of product to be shipped to fulfillment house.*

Pre-Qualifying Survey Design: Custom survey used to hyper-target consumers for trial recruitment.

Post-Trial Survey Design: Standardized survey collecting the ratings & reviews (and insights if applicable).

HTC Flyer Design: Flyer is marketing collateral that accompanies the products.

Week 2

Feedback and Approvals: Vendor will provide feedback and approach on Pre-Qual survey, Post-Trial survey, and flyer.

Week 3 Trial Period



Week 4-5

Review Period and Syndication: Ratings & reviews are collected from Testers, moderated, and automatically syndicated to Walmart.ca in 24-48 hours.

Week 6

Final Campaign Wrap-Up

Walmart Pricing:

\$660 per SKU* for up to 75 samples

Additional research & insights = + \$1,500 per survey

All reviews will be syndicated to Walmart.ca through Bazaarvoice

Please note that these are negotiated prices and extremely discounted and confidential, and are only applicable for Walmart clients. Average compliance rate of 85%.

*Fulfillment is the only additional cost and will vary depending on the product specifications. The vendor may use their own method of fulfillment if preferred.

Julia Sommers, Account Executive
Julia.sommers@buchanangroup.com

Jaco Venter, Business Development Manager
Jaco.Venter@buchanangroup.com

Stephanie Hardy, Sr. Community Coordinator
stephanie.hardy@buchanangroup.com