

Health Matters Gift Pack Pilot Program Outline



OPPORTUNITY:

BrandTelligent will provide your valued customers with a complimentary 'surprise and delight' "Health Matters" pack as a way to reward and thank customers for visiting Walmart Health. The Health Matters packs contain valuable and useful product samples, special offers and literature for "everyday" products sold at Walmart encouraging a healthy lifestyle and relevant to the specific Walmart Health customer.

The Health Matters program is turnkey and complimentary to both Walmart Health and its customers. Self-contained Health Matters packs will be shipped directly to the designated Walmart Health location and distributed to existing and/or potential customers at check out, outreach events, grand openings and by behavioral health counselors and other areas suggested by Walmart Health. Samples and offers will be tailored as much as possible to the specific demographics of the Walmart Health recipient and may vary based on where the packs are being distributed (ie. checkout, behavioral health area, etc.).

BENEFITS:

- * Health Matters packs offer a great value for your customer with minimal operational resources.
- * Health Matters packs are proven to be effective as a customer acquisition and outreach tool and build brand loyalty of the Walmart Health brand while greatly enhancing the customer experience and encouraging repeat visits.
- * Printed pieces raising awareness of and promoting the various services offered in Walmart Health may be included in each Health Matters pack.
- * Special offers and product samples contained in the Health Matters packs motivate customer shopping visits and purchases in Walmart.
- * Shout outs such as "Get a free Health Matters Pack at your next visit to Walmart Health" can be used in printed and online promotional campaigns during the pilot distribution period to grab the attention of new and existing customers.
- * Health Matters packs will be printed with a "Courtesy of Walmart Health" tagline on the front cover offering recognition and value to the Walmart Health brand.

PROGRAM LOGISTICS:

BrandTelligent ships finished, self-contained and high quality sample packs to the designated Walmart Health location in pre-determined quantities based on the average daily number of customers receiving the packs. This quantity will be provided by Walmart Health. All items in the packs will be approved by Walmart Health prior to distribution.

Walmart Health will distribute one Health Matters pack per customer at desired locations inside Walmart Health and/or at outreach events. The shipping schedule will be based on the amount of storage available at the pilot location to hold Health Matters packs comfortably. A description and endorsement of the new Health Matters program and logistics will be communicated to all Walmart Health associates participating in the process.