

How to win in Walmart

How brands are turning Walmart shelf space into real traction with hyperlocal creators



hummingbirds

hello from hummingbirds

you got into Walmart. now let's get you noticed.

WE GET IT. LAUNCHING IN WALMART IS A BIG DEAL. BUT STANDING OUT AT THE SHELF LEVEL? THAT'S WHERE MOST BRANDS STUMBLE.

This guide is your inside look at how CPG brands are building real momentum in Walmart—not with celebrity influencers, but with everyday creators who shop there, live nearby, and actually use your product.

At Hummingbirds, we've helped brands generate awareness, content, and customer love across 30+ cities. This is your roadmap.



why word-of-mouth still wins

the most trusted marketing isn't an ad—it's a recommendation

Real people sharing real experiences will always outperform a polished campaign that doesn't feel relatable. That's why we bet on authenticity every time.

92% OF PEOPLE TRUST
RECOMMENDATIONS FROM
FRIENDS AND FAMILY OVER
TRADITIONAL ADS

NIELSEN

CONTENT FROM PEERS DRIVES
MORE CONVERSIONS THAN
INFLUENCER OR BRAND CONTENT

EVERYONESOCIAL

EVERYDAY CREATORS =
EVERYDAY SHOPPERS
(WALMART SHOPPERS
INCLUDED)

everyday creators vs. influencers

everyday creators

peer-to-peer trust

hyperlocal following

share real recs irl

get perks, not payment

not full-time creators

feels like recs

influencers

polished broadcast reach

global/niche audience

create stylized content

paid campaigns

influencing is their job

feels like ads

case study






- AUG 8-19, 2025
- 20 CREATORS SELECTED
- OPEN TO 5 CITIES

BRAND GOAL :

show product use and capture the in-store experience as you grab MUSH at Walmart.

CAMPAIGN NAME :

 fuel your day with
mush protein overnight
oats now available at
walmart  

100k+

POTENTIAL REACH

22k+

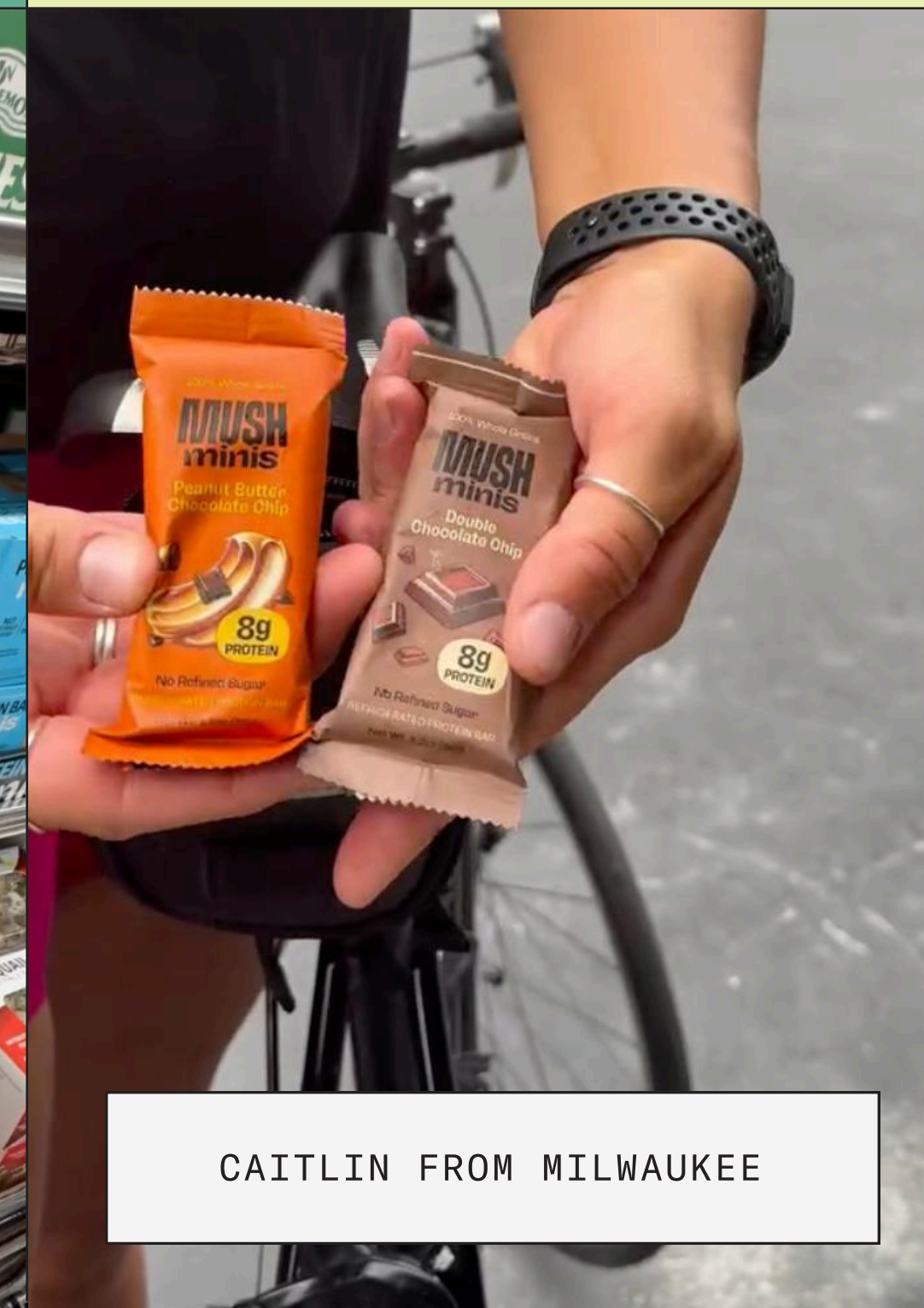
REEL VIEWS

579+

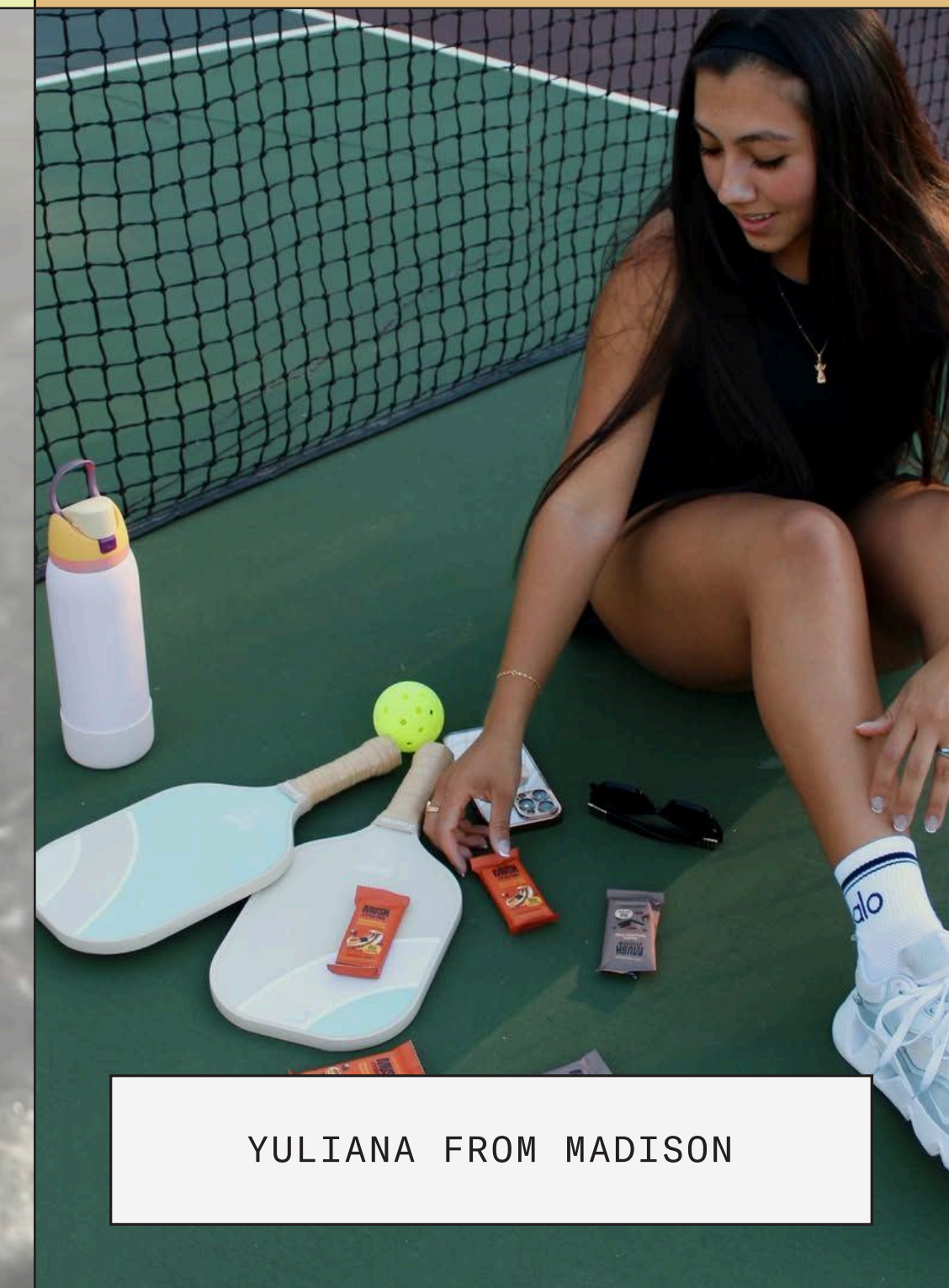
ENGAGEMENTS



BROOKE FROM INDIANAPOLIS



CAITLIN FROM MILWAUKEE



YULIANA FROM MADISON

case study



- DEC 13 - JAN 2, 2025
- 81 CREATORS SELECTED
- OPEN TO 20 CITIES

239.2k+

POTENTIAL REACH

56.7k+

REEL VIEWS

4.6k+

ENGAGEMENTS

BRAND GOAL:

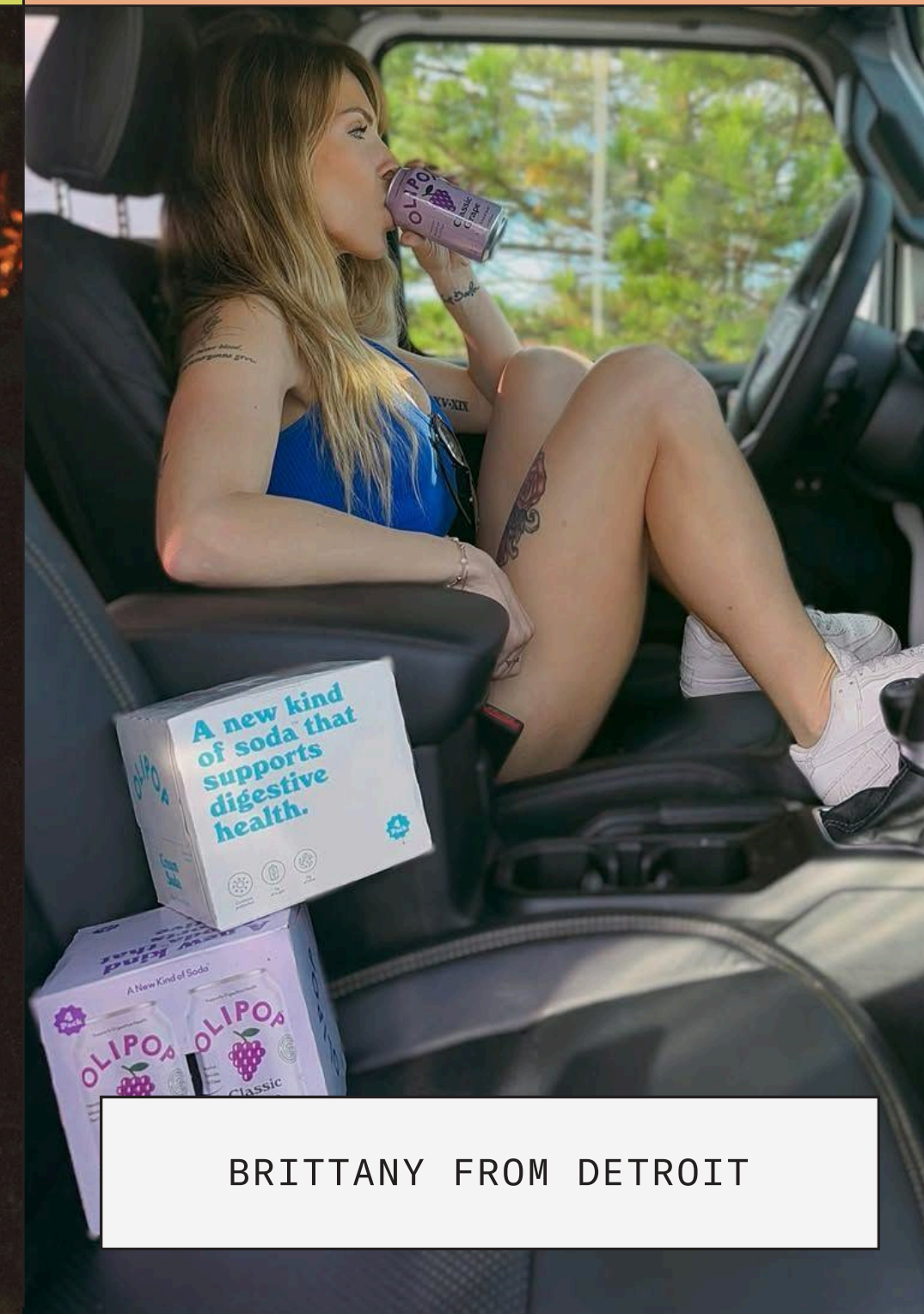
to promote OLIPOP pantry packs at Walmart in eight core flavors

CAMPAIGN NAME:

🍋 sip smart anytime—pick up olipop pantry packs at walmart! 🛒 ✨



JADA FROM MILWAUKEE



BRITTANY FROM DETROIT



ALLISON FROM CHICAGO

case study



- JUN 19 - JUL 1, 2025
- 15 CREATORS SELECTED
- OPEN TO 20 CITIES

BRAND GOAL:

highlight convenient, refrigerated baby food that's truly veggie-first at Walmart

CAMPAIGN NAME:

🥕👶 veggies on the go—
lil' gourmets at walmart
makes fresh eating easy!



23.1k+

POTENTIAL REACH

4.1k+

REEL VIEWS

224

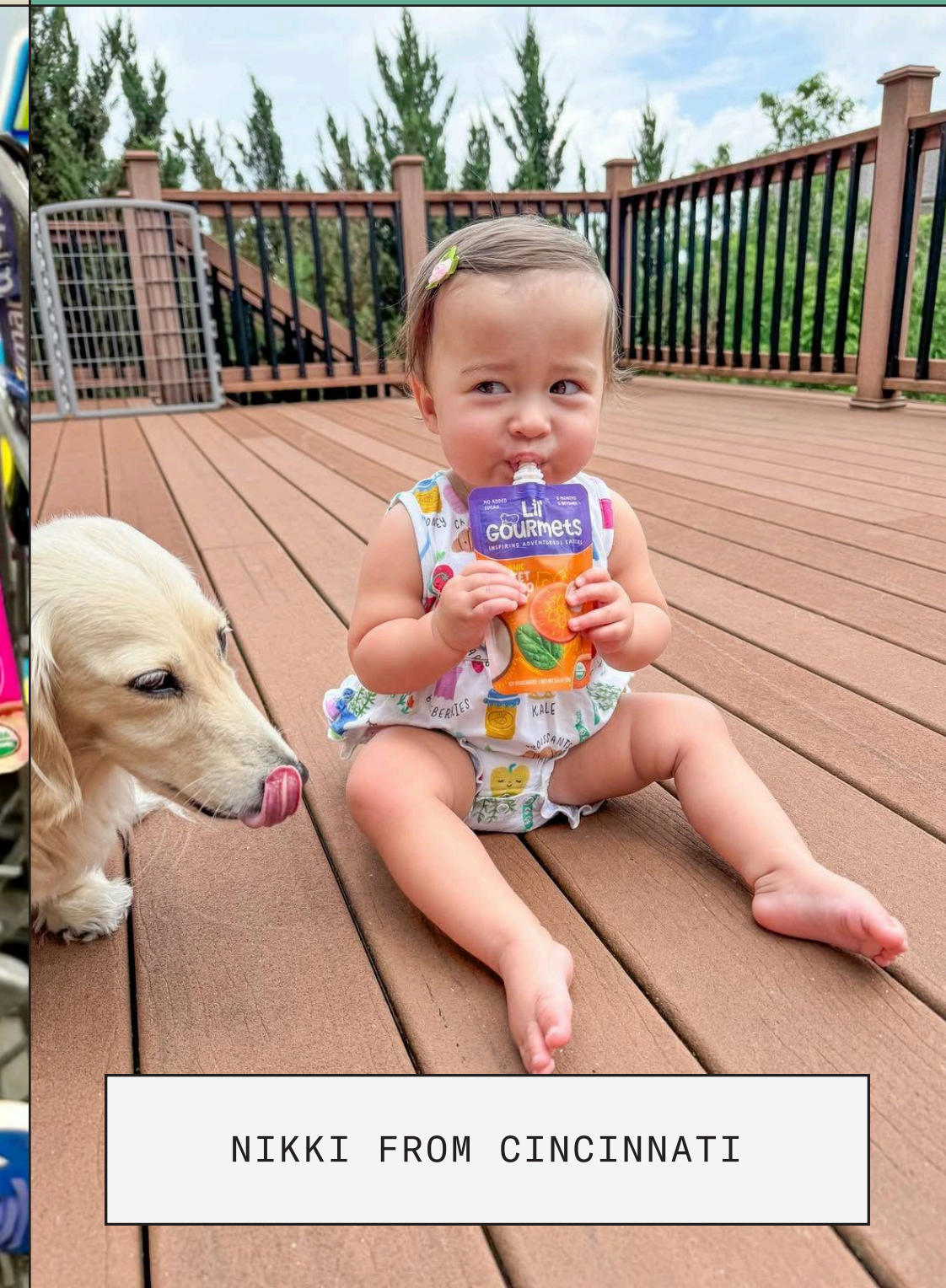
ENGAGEMENTS



BONNIE FROM GRAND RAPIDS

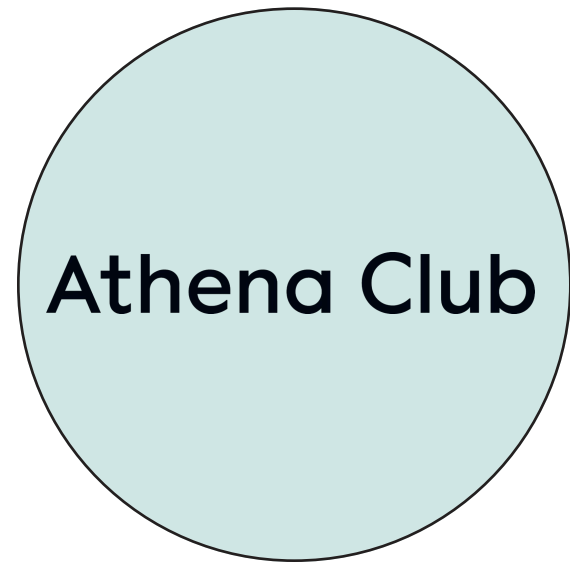


ERICA FROM SAN ANTONIO



NIKKI FROM CINCINNATI

case study



- MAY 30 - JUN 10, 2025
- 30 CREATORS SELECTED
- OPEN TO 14 CITIES

BRAND GOAL:

this campaign is all about discovering Athena Club razors at Walmart

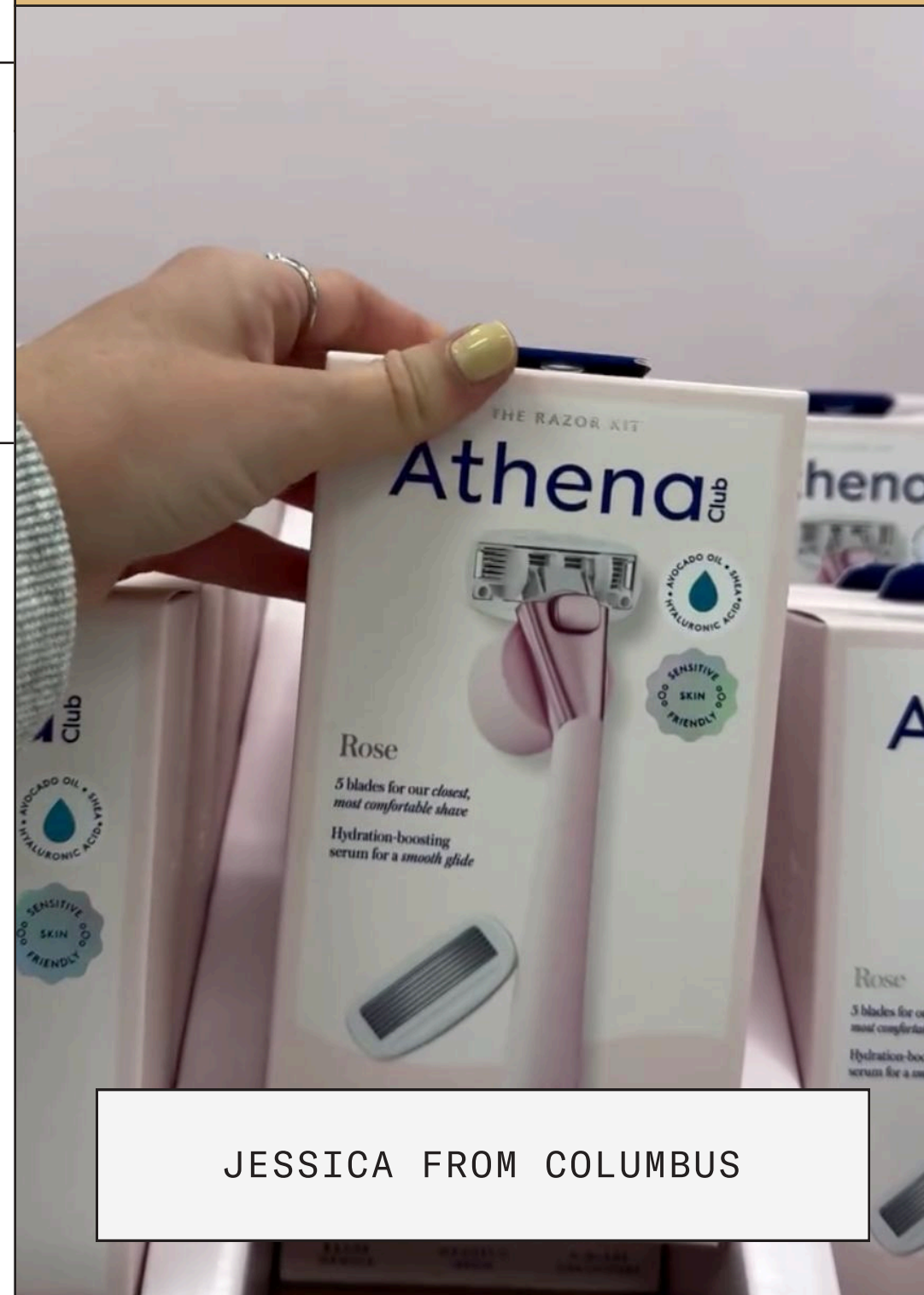
CAMPAIGN NAME:

🛒💖 bestied so hard i made athena club my new shower bestie! thank you, walmart! 🛁💫

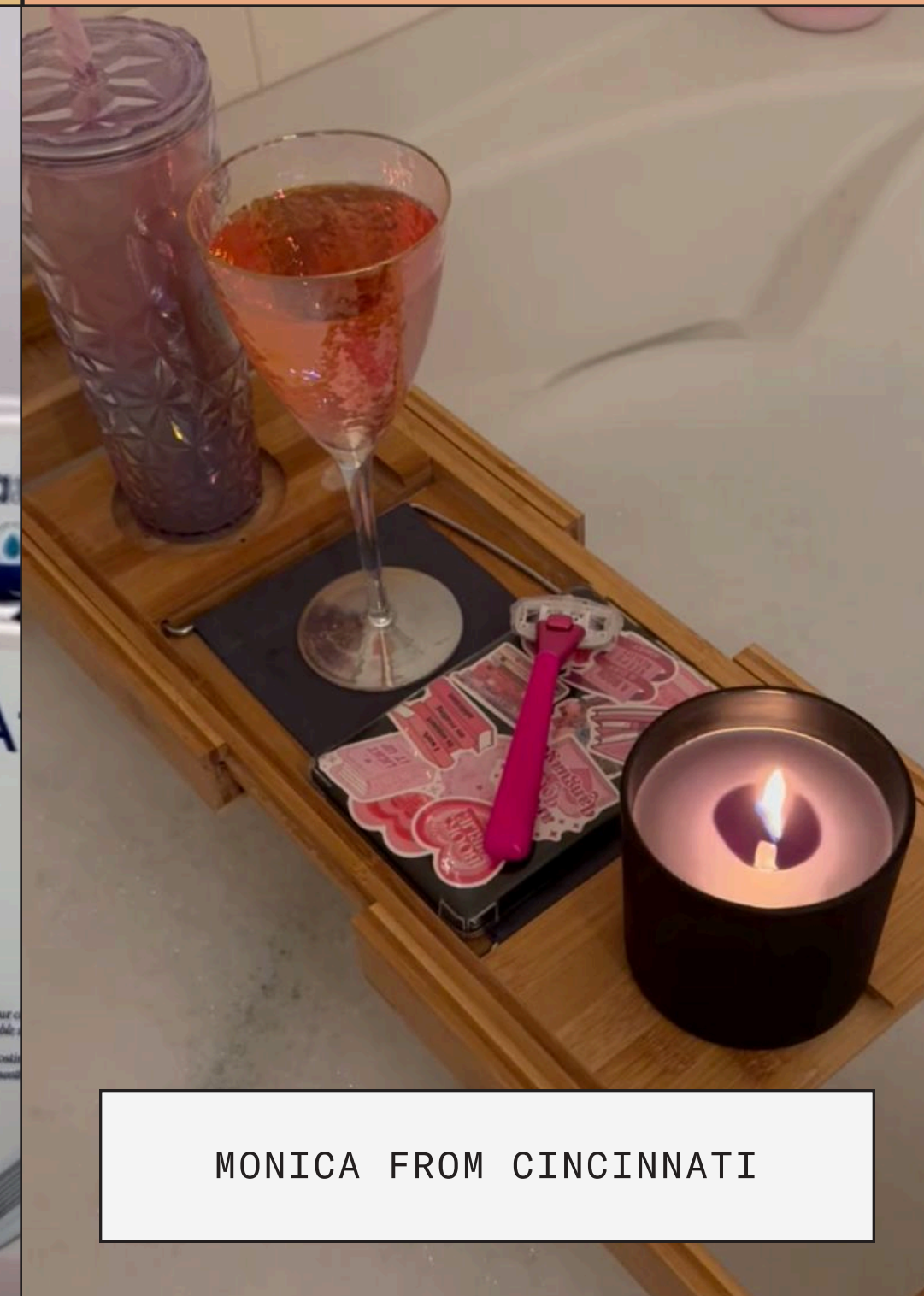
97.7k+
POTENTIAL REACH

6.1k+
REEL VIEWS

207
ENGAGEMENTS



JESSICA FROM COLUMBUS



MONICA FROM CINCINNATI



HANNAH FROM IOWA CITY/
CEDAR RAPIDS

case study



- MAY 9 - 20, 2025
- 50 CREATORS
- OPEN TO 25 CITIES

64.3k+

POTENTIAL REACH

11.6k+

REEL VIEWS

669+

ENGAGEMENTS

BRAND GOAL:

showcase Seven Sundays real cocoa, maple sea salt, and simply honey oaties

CAMPAIGN NAME:

🥣 ✨ cereal so real, it skipped the sunday scaries —seven sundays is serving main character at walmart



HANNAH FROM MILWAUKEE



CAMRYN FROM ATLANTA



ROSY FROM CHICAGO

case study



- AUG 29 - SEP 9, 2025
- 15 CREATORS SELECTED
- OPEN TO 12 CITIES

BRAND GOAL:

show how Sol-ti supershots at Walmart keep energy high and promote wellness

CAMPAIGN NAME:

☀️ power up your bts routine the organic way – grab sol-ti supershot at walmart! ❤️

45k+

POTENTIAL REACH

5.9k+

REEL VIEWS

309+

ENGAGEMENTS



AJA FROM ATLANTA



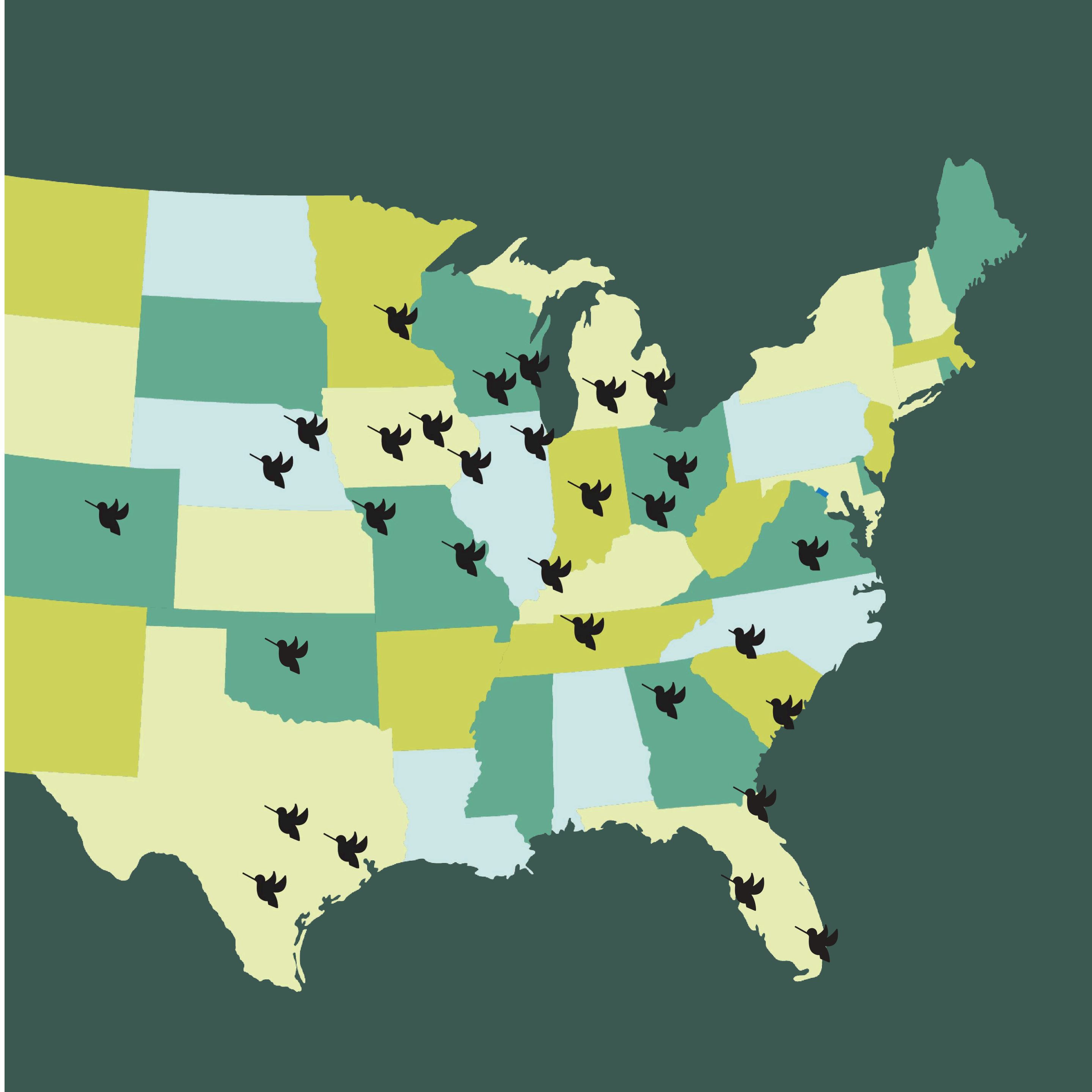
HANNAH FROM TWIN CITIES



PRINCESS FROM AUSTIN

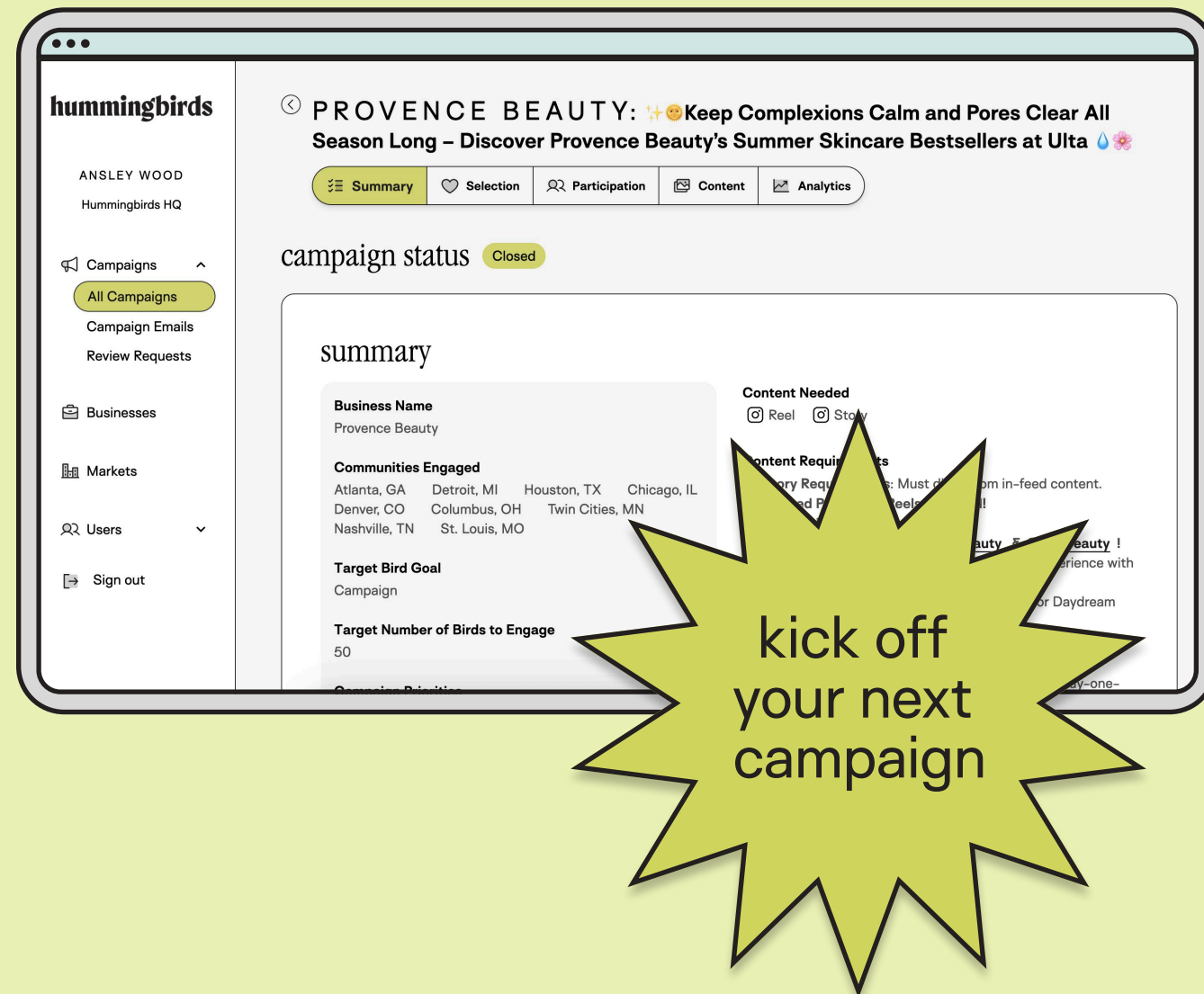
From the Midwest and beyond, we activate everyday creators in 30+ cities (and growing fast). Whether you're launching regionally or scaling nationally, our platform helps you meet customers where they already are—Walmart.

authentic voices in
the cities your
products show up irl



how it works

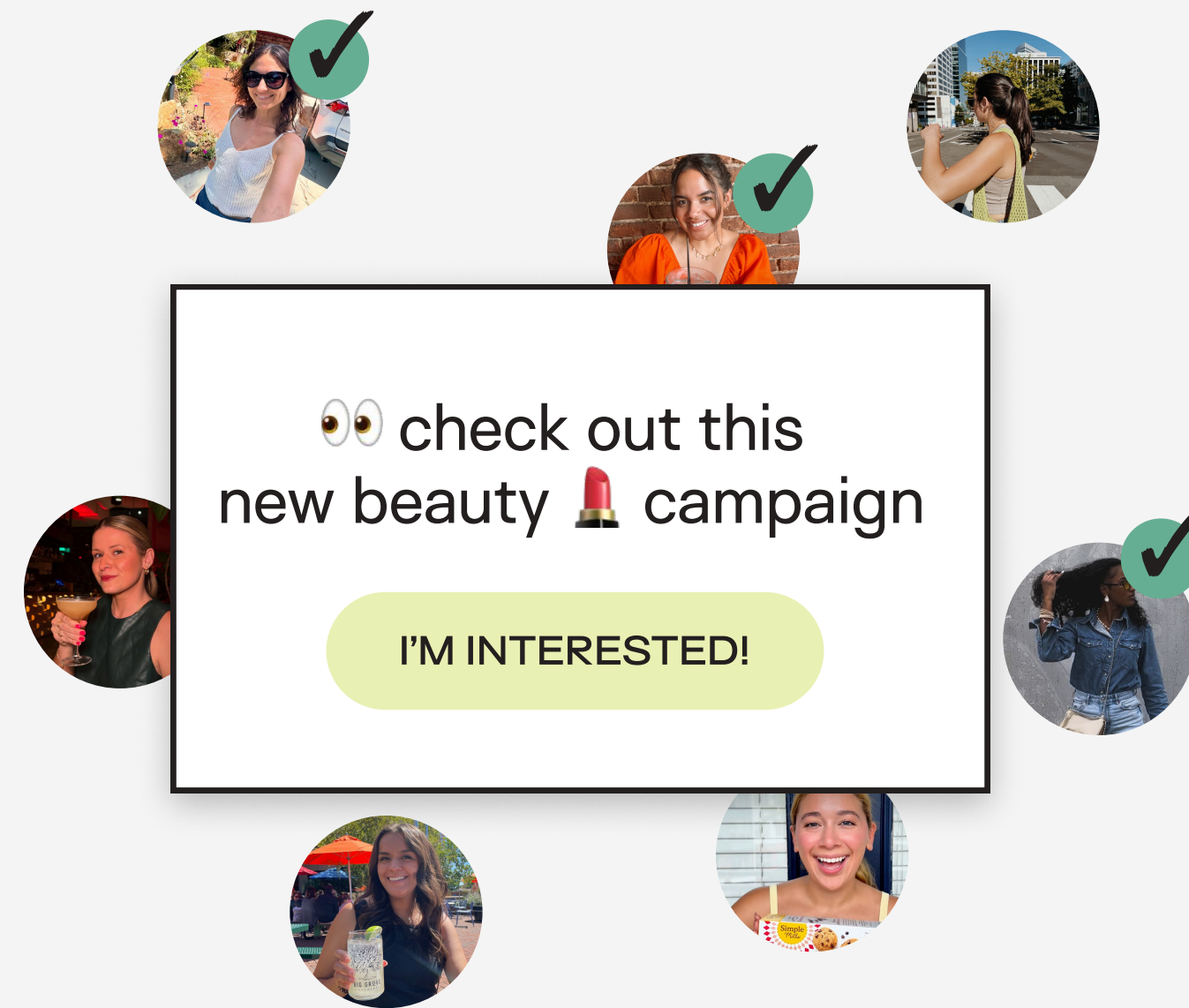
retail buzz—built from the ground up ↗



01

BUILD YOUR RETAILER CAMPAIGN

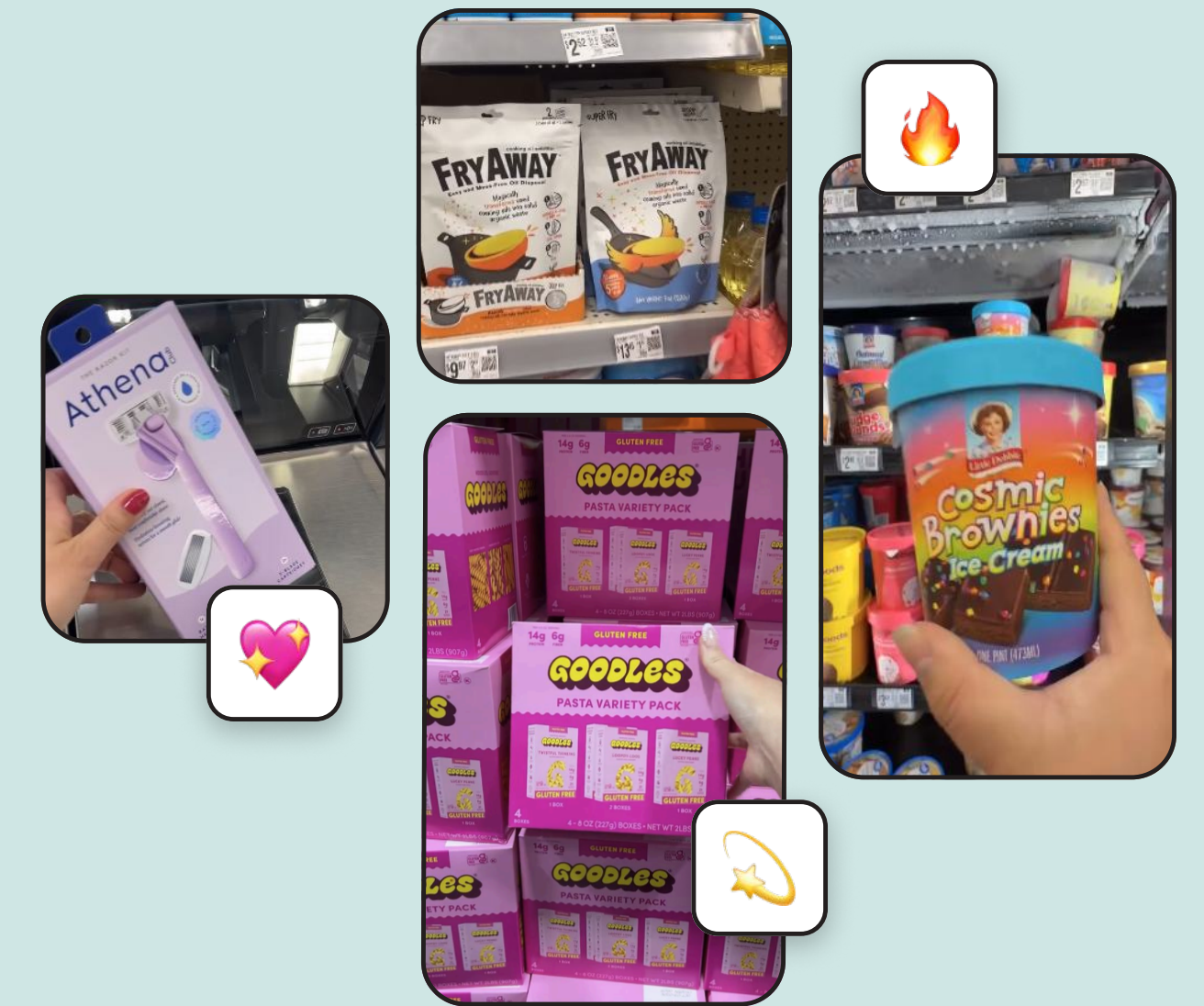
Launch a targeted activation for hummingbirds to discover, review, and opt into.



02

CHOOSE YOUR CREATORS

Handpick hyperlocal creators in the cities that matter most to your retail strategy.



03

TRACK RESULTS & REUSE CONTENT

Review performance, then repurpose high-quality UGC across your digital channels.

brands that trust our birds

we've partnered with 400+ amazing brands on 6k+ campaigns to drive awareness in retailers like:

Walmart

Target

Costco

Sprouts

Kroger

+ More!



Athena Club



POP & BOTTLE



RARE-BREED™



happy

ready to win in Walmart?

if you're ready to amplify your retail launch, get authentic content, and actually reach your target customer in the cities that matter—let's talk.

we'll build a campaign that's fully managed, fully scalable, and fully hummingbird-powered.

[BOOK A CALL ↗](#)

A large light green circle containing the text 'HUMMINGBIRDS' in a bold, black, sans-serif font. The text is arranged in three lines: 'HUMM' on the top line, '- ING' on the middle line, and 'BIRDS' on the bottom line. The words are slightly offset to the right.

**HUMM
- ING
BIRDS**