

# How to win in Costco

how brands are turning costco shelf space into real traction with hyperlocal creators



**hummingbirds**

hello from hummingbirds

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

WE GET IT. LAUNCHING IN COSTCO 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 Costco—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 28 cities (and counting). 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  
(COSTCO MEMBERS 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



- JUNE 12- 24, 2025
- 37 CREATORS SELECTED
- OPEN TO 24 CITIES

85k+

POTENTIAL REACH

26k+

REEL VIEWS



1.5k

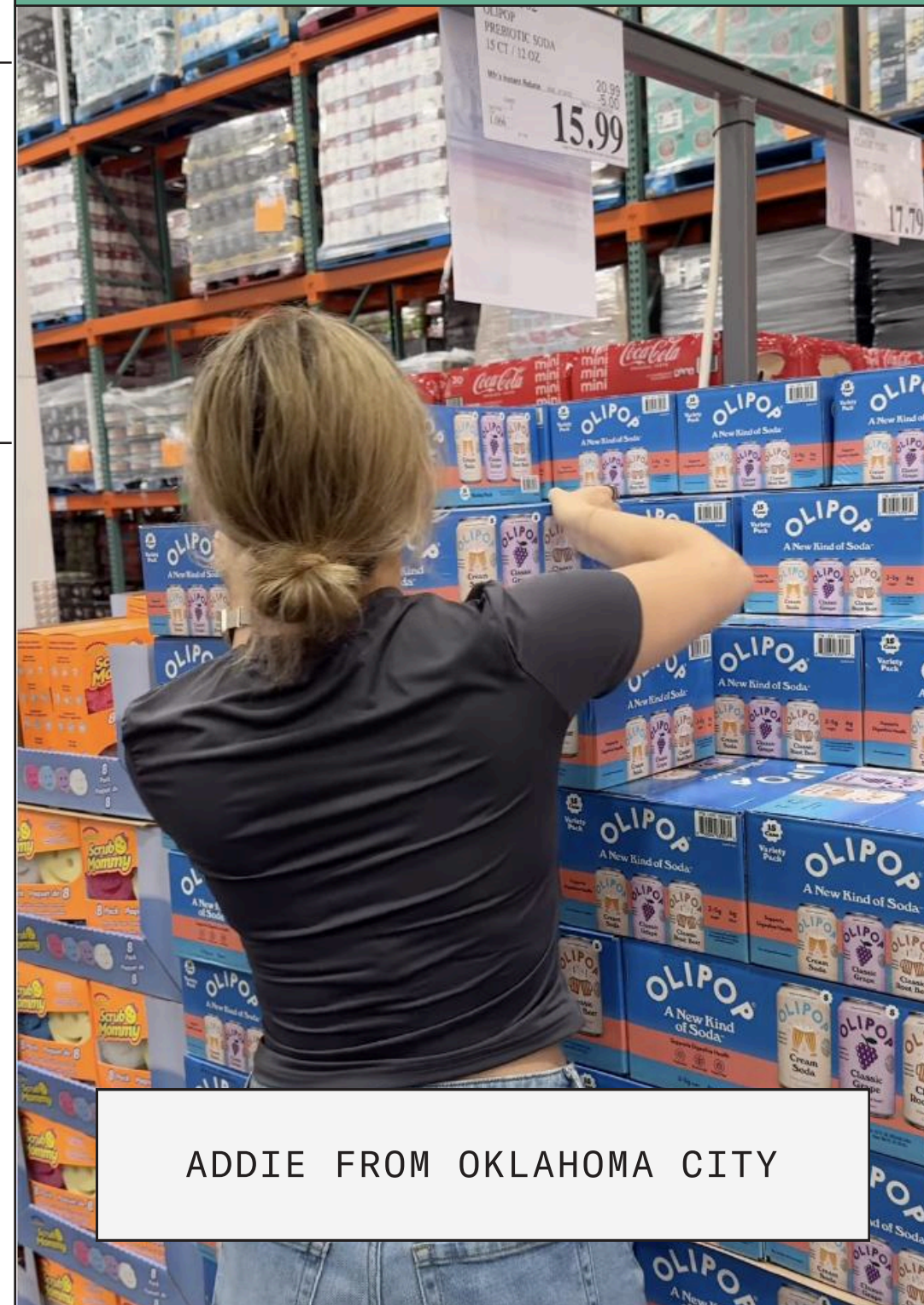
ENGAGEMENTS

BRAND GOAL:

to promote olipop's variety packs now at costco

CAMPAIGN NAME:

 pantry goals =  
cracked  pick up  
olipop variety packs at  
costco!



ADDIE FROM OKLAHOMA CITY



KELLY FROM AUSTIN



GIA FROM OKLAHOMA CITY

case study





- MAY 16 - 27, 2025
- 15 CREATORS SELECTED
- OPEN TO 12 CITIES

BRAND GOAL:

to promote Goodles at Costco with a new gluten-free pasta variety pack

CAMPAIGN NAME:

 Costco Got Cute: The Goodles Variety Pack Is Here and She's Gluten-Free 

152k+

POTENTIAL REACH

23k+

REEL VIEWS

1.8k

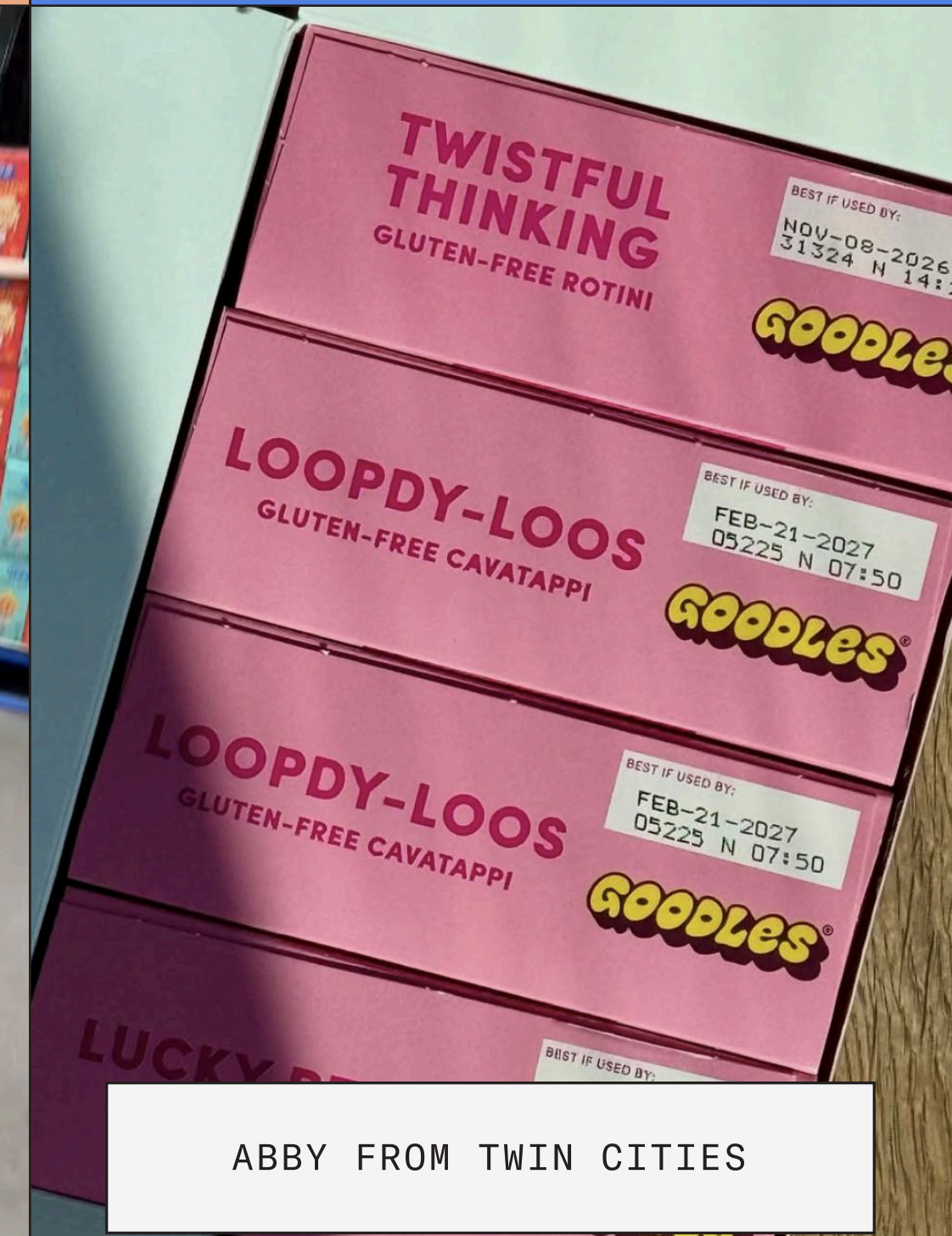
ENGAGEMENTS



JACQUELINE FROM CHICAGO



NICOLE FROM DES MOINES



ABBY FROM TWIN CITIES

case study



- APRIL 11 - 22, 2025
- 39 CREATORS SELECTED
- OPEN TO 22 CITIES

BRAND GOAL:

to promote a limited-time \$3.50 off sale at Costco

CAMPAIGN NAME:

🇨🇦 JonnyPops SALE ALERT at Costco! 🍦 Stock up for summer with Organic Rainbow Fruit Stacks 🌈

163k+

POTENTIAL REACH

20k+

REEL VIEWS

1.6k+

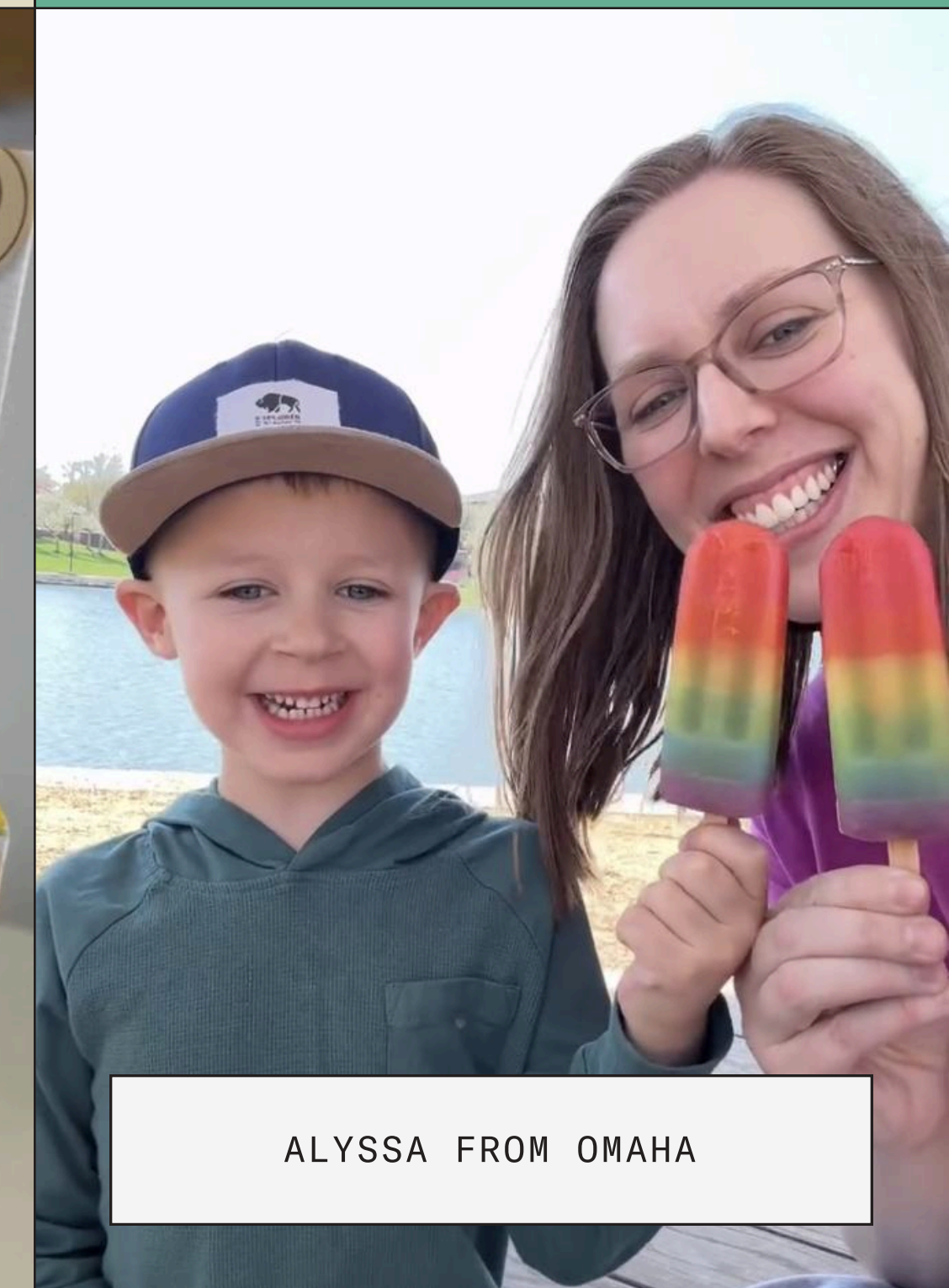
ENGAGEMENTS



ALYSSA FROM GRAND RAPIDS



JENN FROM HOUSTON



ALYSSA FROM OMAHA

case study



- MARCH 7 - 23, 2025
- 59 CREATORS SELECTED
- OPEN TO 22 CITIES

BRAND GOAL:

to promote that MUSH is now available nationwide at Costco

CAMPAIGN NAME:

📍 MUSH Overnight Oats Spotted at Costco! 🤪  
Quick, healthy, and 100% delicious 🏃💨 Grab yours!

503k+

POTENTIAL REACH

86k+

REEL VIEWS

5k+

ENGAGEMENTS



KAYLA FROM CHICAGO



BROOKLYNN FROM NASHVILLE



JACQUE FROM DES MOINES

case study



- JULY 30 - AUG 12, 2025
- 24 CREATORS
- OPEN TO 25 CITIES

106k+

POTENTIAL REACH

34k+

REEL VIEWS

1.7k

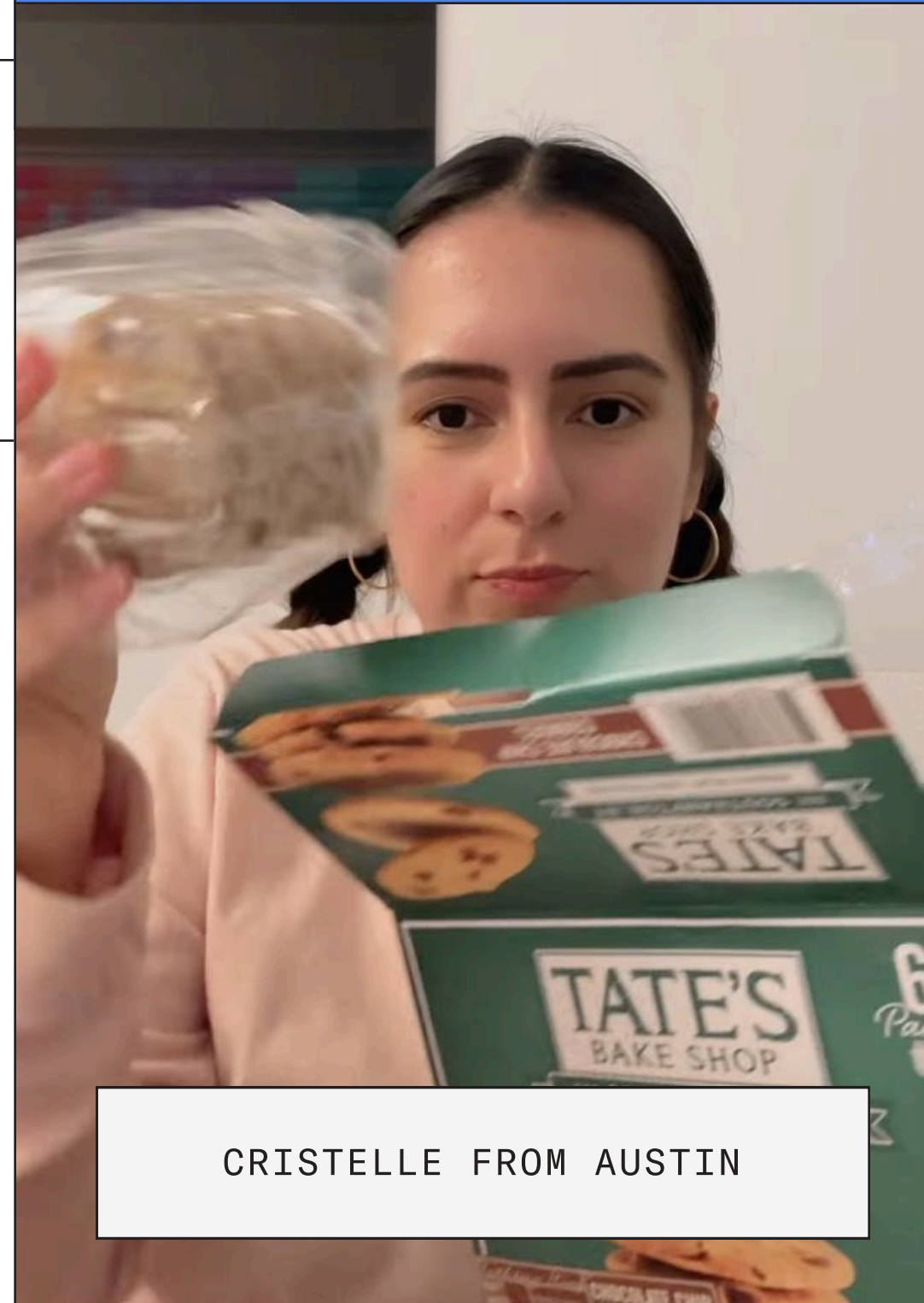
ENGAGEMENTS

BRAND GOAL :

to promote Tate's Bake Shop cookie box is on sale at Costco nationwide

CAMPAIGN NAME :

🎉🍪 Your Costco Summer Snack MVP? AND On Major Sale! Tate's Cookies, Obviously!



CRISTELLE FROM AUSTIN



DOMINICK FROM INDY



INDIE FROM HOUSTON

case study



- MAY 16 - 27 2025
- 94 CREATORS SELECTED
- OPEN TO 25 CITIES

402k+

POTENTIAL REACH

43k+

REEL VIEWS

3k+

ENGAGEMENTS

BRAND GOAL:

to promote DripDrop Zero Sugar electrolyte drink mix is now at Costco.com!

CAMPAIGN NAME:

👁️⚡ Found at Costco.com:  
Meet Your Hydration  
Glow-Up—DripDrop's 40ct  
Electrolyte Mix! 🍉🍋



LAUREN FROM QUAD CITIES



HARLEY FROM LOUISVILLE

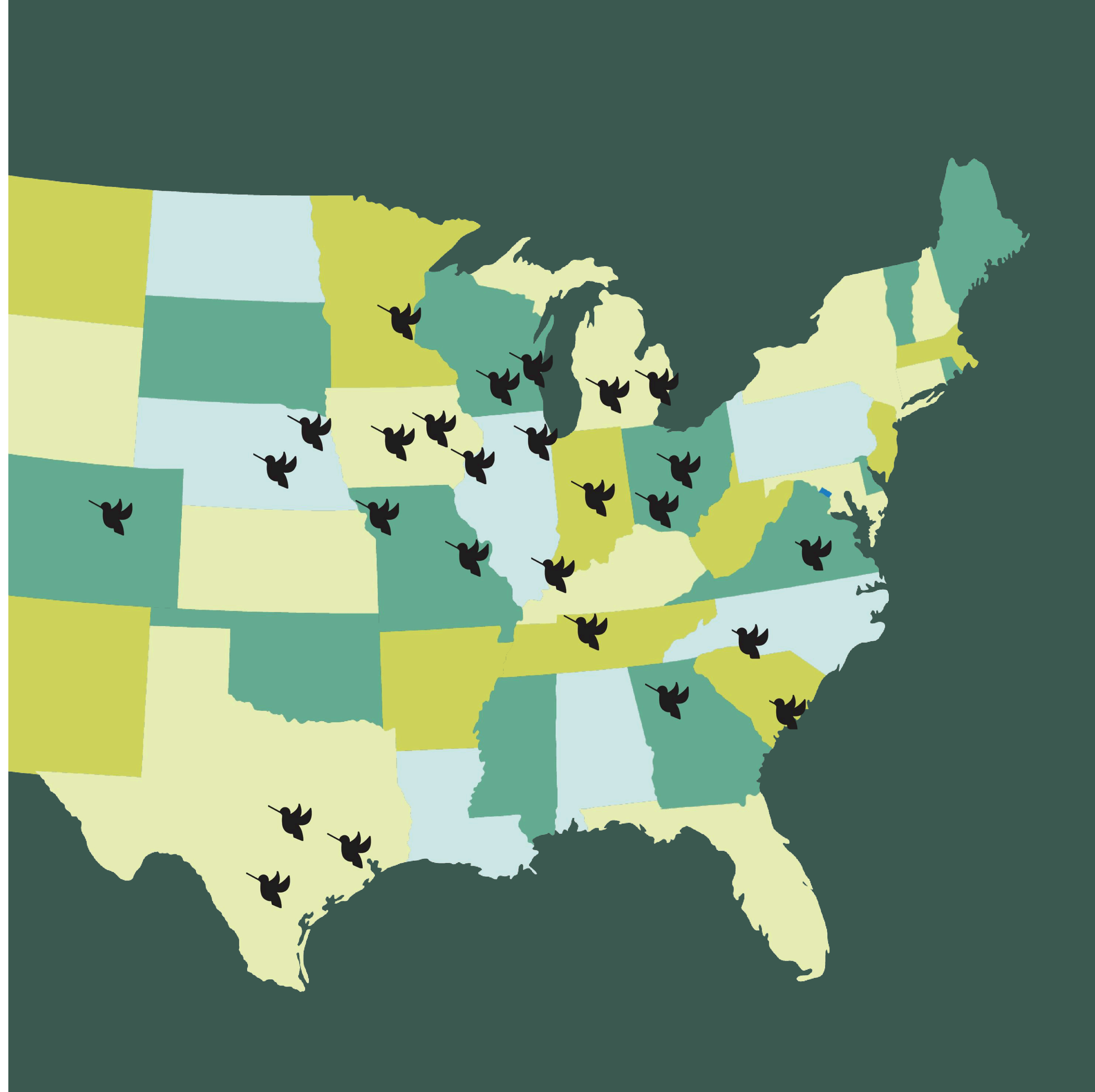


and Drip Drop Zero Sugar is

HEATHER FROM ST. LOUIS

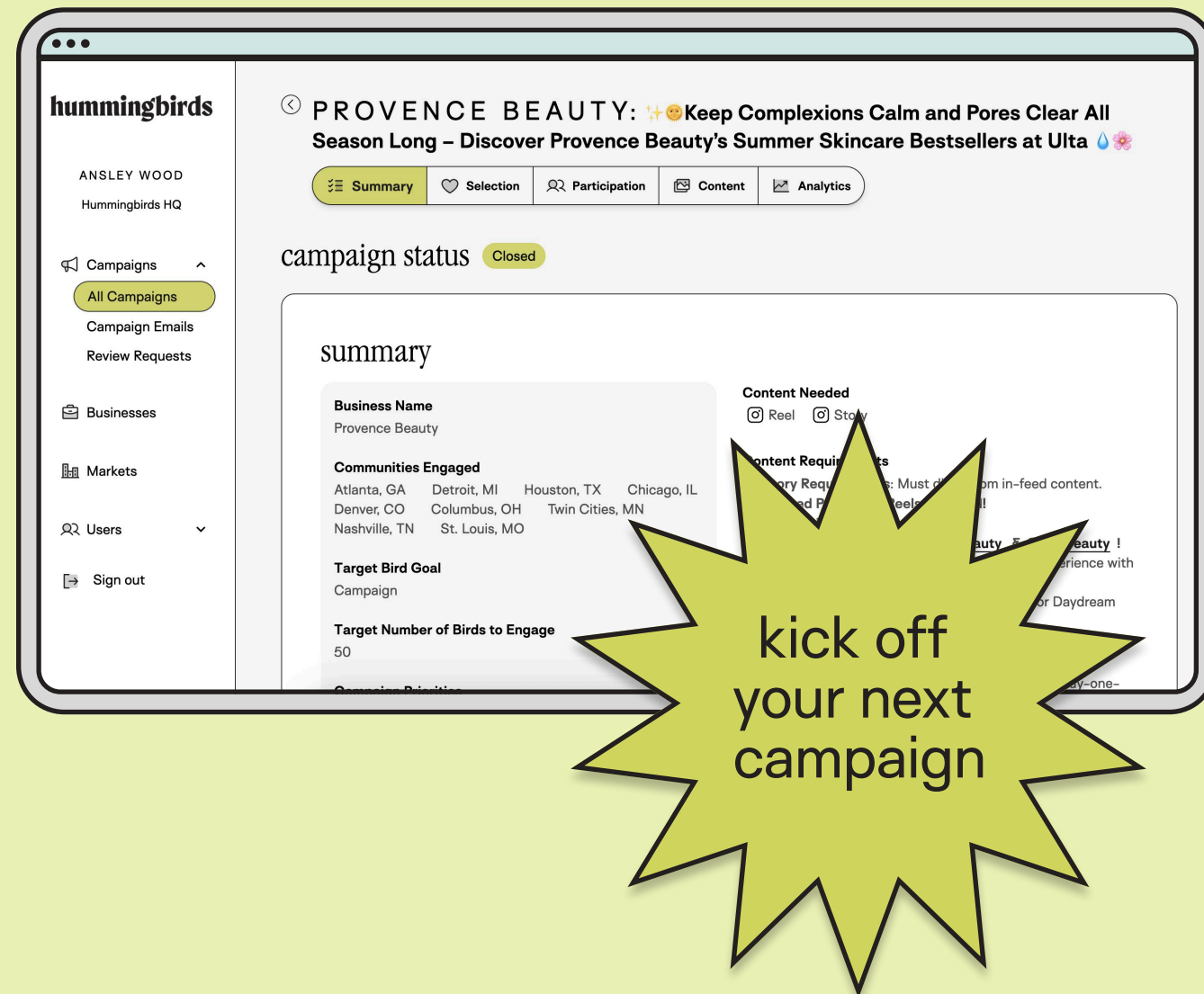
From the Midwest and beyond, we activate everyday creators in 28+ cities (and growing fast). Whether you're launching regionally or scaling nationally, our platform helps you meet customers where they already are—Costco.

authentic voices in  
the cities your  
products show up irl



how it works

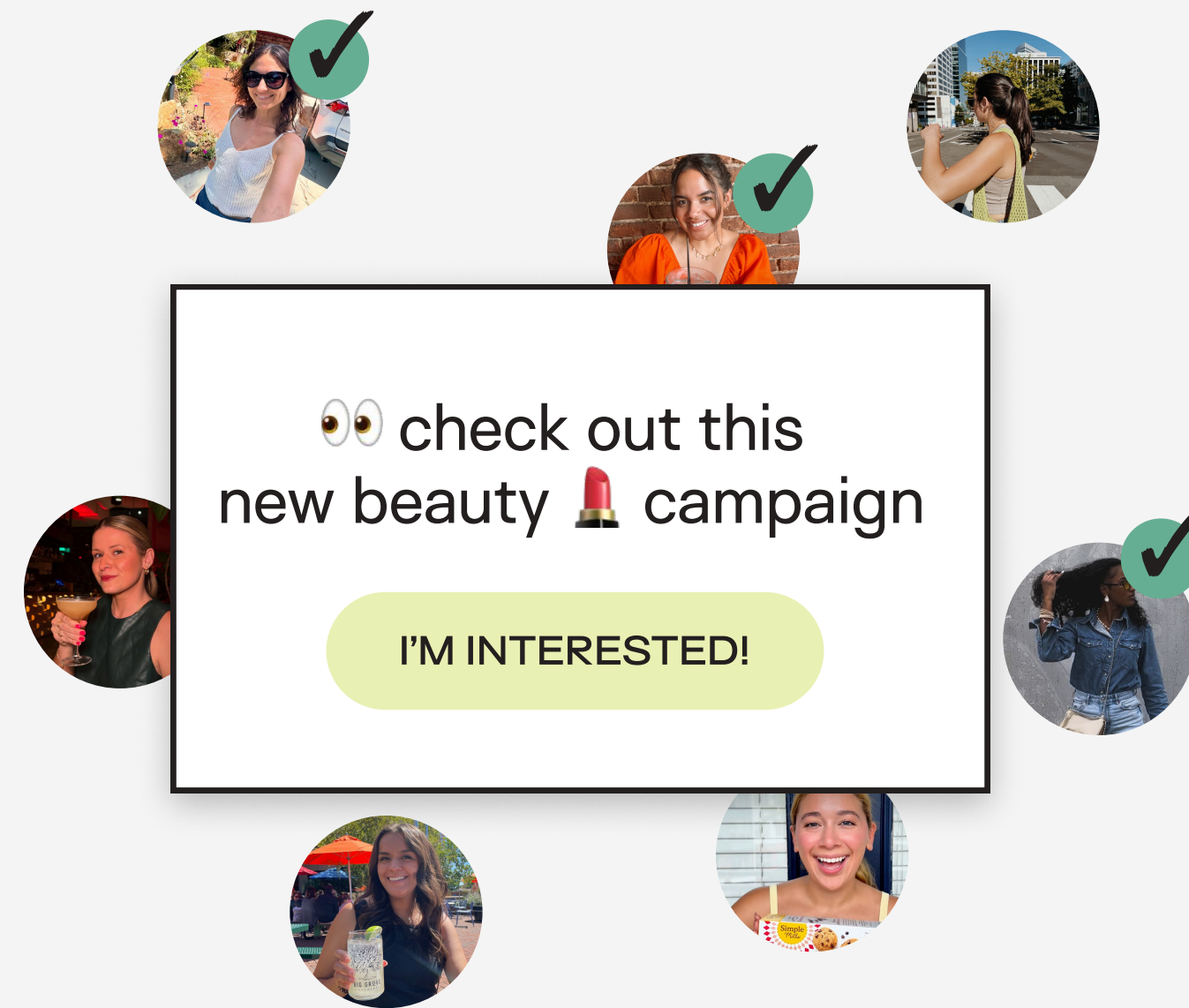
# retail buzz—built from the ground up ↗



01

## BUILD YOUR RETAILER CAMPAIGN

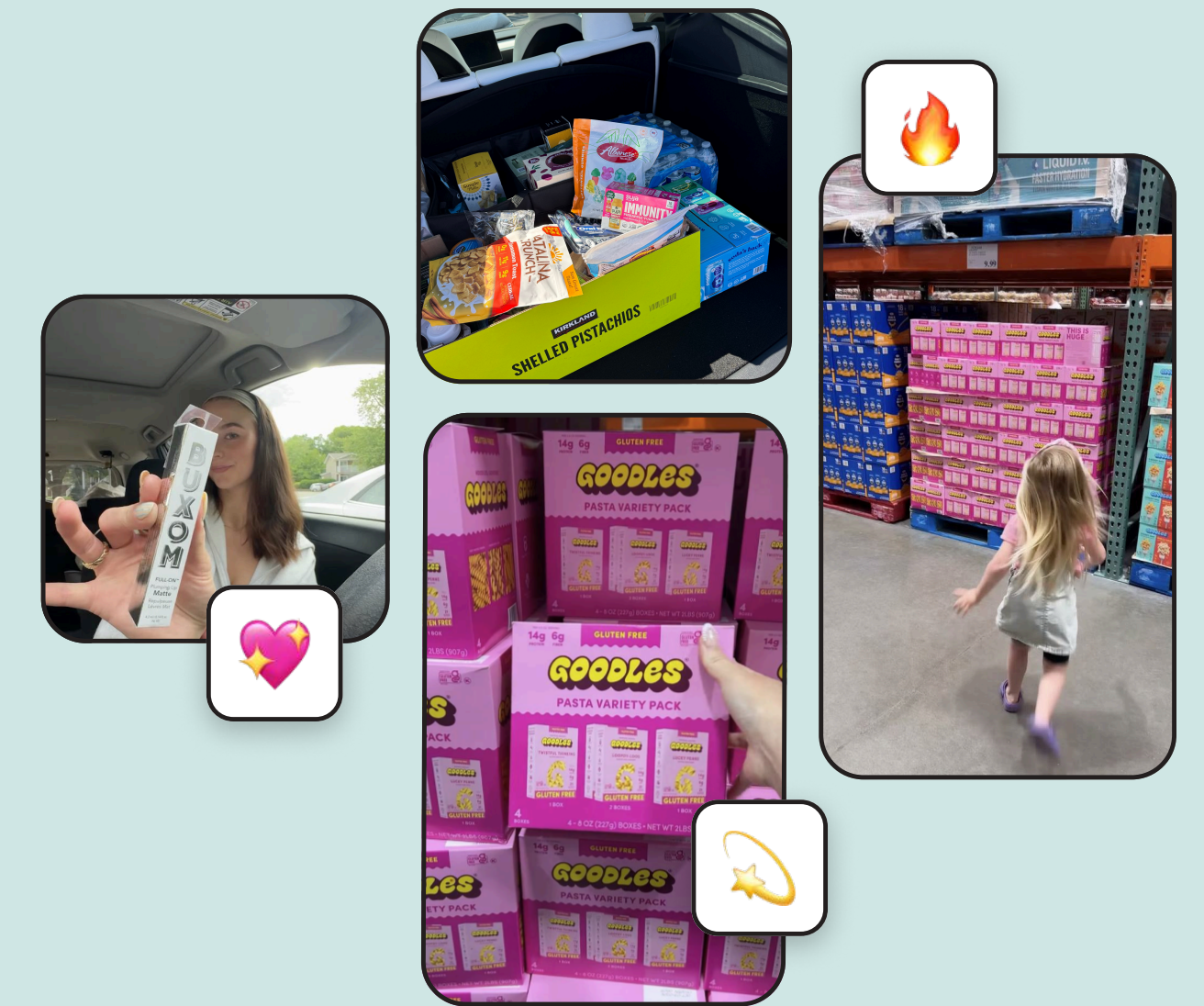
Launch a targeted activation for hummingbirds to discover, review, and opt into.



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:

Costco

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Whole Foods

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Target

---

Hy-Vee

---

Kroger

---

+ More!

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# ready to win in Costco?

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-orange 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 letters are slightly offset and overlapping, creating a dynamic, hand-drawn feel.

**HUMM  
- ING  
BIRDS**