



The Scent By Glade / Glade



Glade was struggling to find new customers. More people were shopping online, which meant that the brand was missing opportunities to get people to trial its product in store.

So the air freshener brand teamed up with Walmart to deliver its scents into the homes of online shoppers instead.

Glade filled inflatable pillows with its air freshener, and then Walmart used those pillows as protective packaging when it delivered orders to online shoppers.

When consumers unpacked their Walmart deliveries and popped the pillows, they got a whiff of Glade's spring fragrance. If they liked it, they could then buy Glade products by scanning a QR code.

The Scent By Glade campaign was created by Ogilvy Chicago.

The campaign generated an 83% increase in sales of Glade's home fragrances on Walmart.com during its first week, as well as more than 11 million impressions in the first month.

Glade bypassed the need for brick and mortar stores and turned something completely functional, the unpacking of product deliveries, into what it calls 'a living, breathing experience'.

Teaming up with Walmart gave Glade scale and reach, but it wasn't an act of altruism on the part of the retailer: Walmart benefited from the partnership by providing an enhanced unboxing experience for its customers.

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