Aisle Assist Social Deliverables: Launch Toolkit

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Email Newsletter

An email newsletter will inform Walmart consumers about the new features and drive excitement.

Newsletter Graphic:

New Email Received

To: Walmart Customers

Subject: Introducing Aisle Assist: Your Personal Shopping Assistant at Walmart

Walmart

Dear Customers,

Ever found yourself racing through Walmart, juggling a busy schedule—maybe picking up your son from daycare and rushing your daughter to ballet practice? We know how hectic life can get, and we're excited to introduce a new feature designed to make your shopping experience simpler and faster.

Say Hello to Aisle Assist

Powered by Apple AI and now available within the Walmart app, **Aisle Assist** is a game-changer for busy shoppers. With this new feature, you can simply speak the names of the items you need, or even an entire recipe, and Aisle Assist will guide you directly to the products in-store. Whether you're looking for essentials or discovering new brands, Aisle Assist helps you navigate your shopping trip with ease, so you can spend less time in the store and more time doing the things you love.

How It Works:

- **Smart Shopping with Siri:** Easily add items and recipe ingredients to your shopping list via voice or text, specify details like price and servings, and get aisle-specific product recommendations.
- **Adding Recipes to your shopping list via Siri:** You can even ask Siri to build an entire shopping list from recipes, with the option of specifying preferences for serving size and budget.
- **Personalized Shopping Route Generation:** For those with tight schedules, Aisle Assist can generate the most efficient in-store route using your shopping list and location, so you're in and out of the store in no time.

Why You'll Love Aisle Assist:

- **Save Time:** No more wandering the aisles looking for products.
- **Budget Better:** Save money with aisle-by-aisle alternatives for the cheapest unit price products.
- **Shop Easier:** Errands can be stress-free with the help of aisle assist from preparation to checkout.

Whether you're balancing a packed schedule or simply looking for a better shopping experience, Aisle Assist is here to streamline your Walmart run.

Ready to give it a try? Simply update your Walmart app, and start using Aisle Assist today!

Download now

Happy Shopping,
Walmart Support Team

P.S. We'd love to hear your thoughts on Aisle Assist—drop us a line and let us know how it's working for you!

Download Link: Newsletter.png

Copy:

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Happy Shopping,
[Your Name]

P.S. We'd love to hear your thoughts on Aisle Assist—drop us a line and let us know how it's working for you!

Notifications
Notifications will inform consumers who already have the Walmart App downloaded. Phone Screen Notifications will be sent out once on launch day for all users who have notifications enabled. The In App notification will trigger the first time the app is opened since the update.

Phone Notification:
Walmart
Try Aisle Assist now!
Just speak to Siri and let new **personalized product recommendations** elevate your Walmart run—making your shopping faster, easier, and more convenient than ever!

In App Notification:
Aisle Assist is here!
powered by Apple AI, our new shopping assistant helps you quickly find products by speaking to Siri, offers personalized recommendations based on your shopping history, and saves you time by guiding you directly to what you need.
Try Now

App Reskin Promotion
A temporary App Reskin will excite consumers who already have the Walmart App downloaded. The promotional logo will replace the normal Walmart app icon for one week after launch.

Reskin Logo:

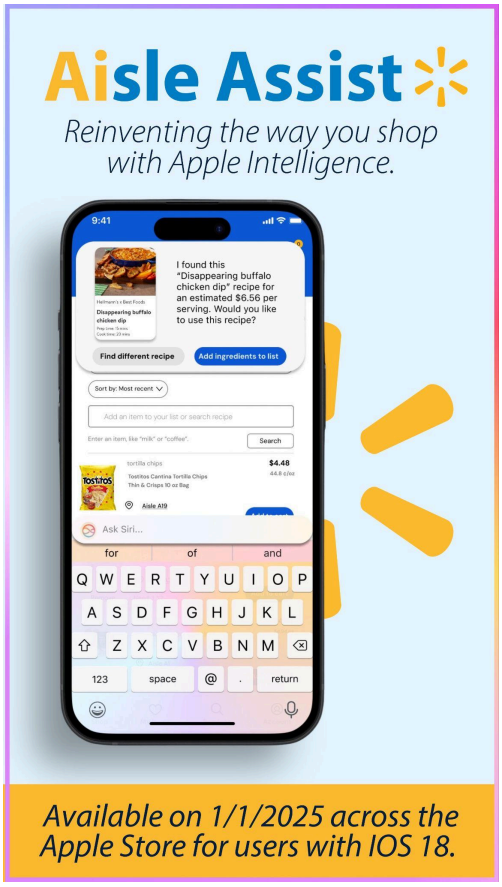


Download Link: logoReskin.png

Commercial Video
A commercial video will build awareness about the Aisle Assist features. The commercial will be run on cable TV and streaming services for one month after launch. Additionally, the commercial video will be posted on Walmart Social Media accounts (owned media) and promoted through paid social media advertising for one month on Facebook and Instagram.

In-Store Poster
Posters will be displayed physically in store for one month after launch.

Poster:



Download Link: aisleAssistStorePoster.jpeg