



WHY

Walmart increased the use of energy efficient light bulbs to reduce electricity consumption through its 100 million light bulb campaign.

HOW

- In 2006, Walmart set an ambitious goal to sell 100 million compact fluorescent light bulbs to its customers in one year.
- The bulbs, which were then only present in 6% of US households, use 75% less electricity, last 10 times longer and save customers approximately \$30 over their lifespan.
- To hit its target Walmart used its buying power to negotiate lower prices which were passed onto customers, expanded dedicated shelf space and installed interactive displays in store.

CONSUMER VALUE



FUNCTIONAL

The energy efficient light bulbs last longer and save customers money.



SOCIAL

During the campaign, Oprah Winfrey highlighted the benefits of energy efficient light bulbs, helping normalize their use.

BUSINESS VALUE

 REGULATION	Legislation – The campaign kept Walmart ahead of incoming legislation.
 REPUTATION	Brand sentiment – Through the campaign Walmart created a positive brand association.
 SALES	Growth – Walmart surpassed its 100 million sales goal ahead of schedule.

RESULTS

- Walmart hit its 100 million sales goal 3 months early. [Source](#)
- By hitting its target, total sales of the light bulbs in the US increased by 50%, saving \$3 billion in electricity costs in America. [Source](#)