



SATISFIED STOMACHS DEPARTMENT

Not only is McDonald's an extension of the great value shoppers get at Walmart, it is now a department – a food destination within Walmart.
This creates top-of-mind presence for McDonald's at Walmart.



COLD ZONE



Available in the

Satisfied Stomachs Department

in Walmart.









Visit the

**Satisfied
Stomachs
Department**

in Walmart.



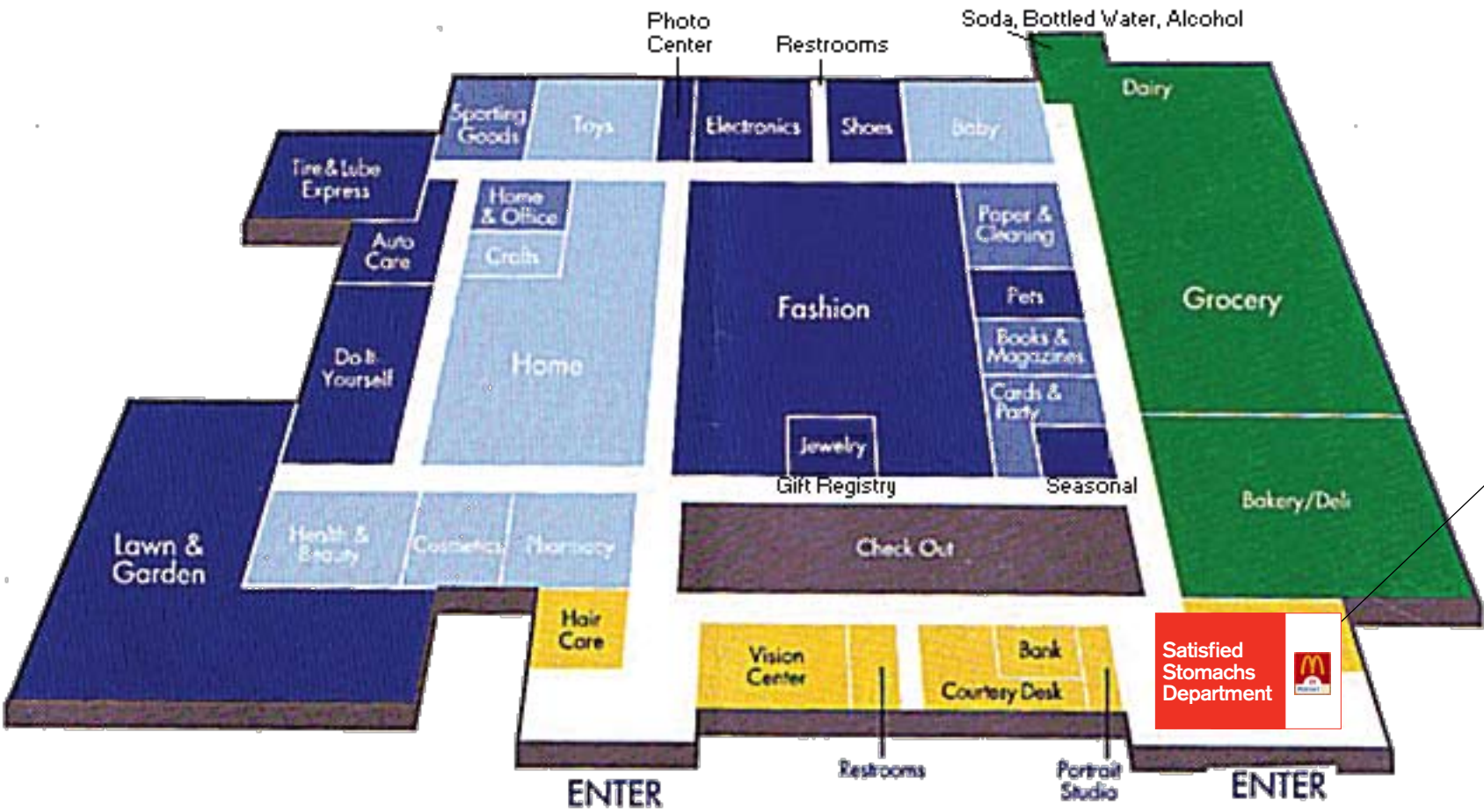


WARM ZONE



T-stand with motion sensor playing “ba da ba ba ba” jingle





Satisfied Stomachs Department





Refuel after shopping.
And re-save. Visit the
**Satisfied Stomachs
Department.**





HOT ZONE



Great deals now on in the
Satisfied Stomachs Department.



Bring this with you to **SAVE \$1.00** on your McDonald's purchase.

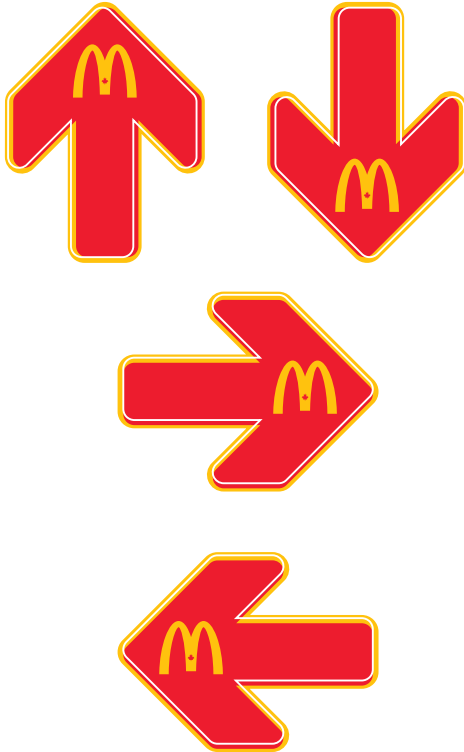


Get yours now in the
**Satisfied Stomachs
Department.**





Ear-to-ear smiles.
Now on in the
**Satisfied Stomachs
Department.**



Reusable stickers
for custom directions



\$0⁰⁰

Price check.
Now on in the
**Satisfied
Stomachs
Department.**

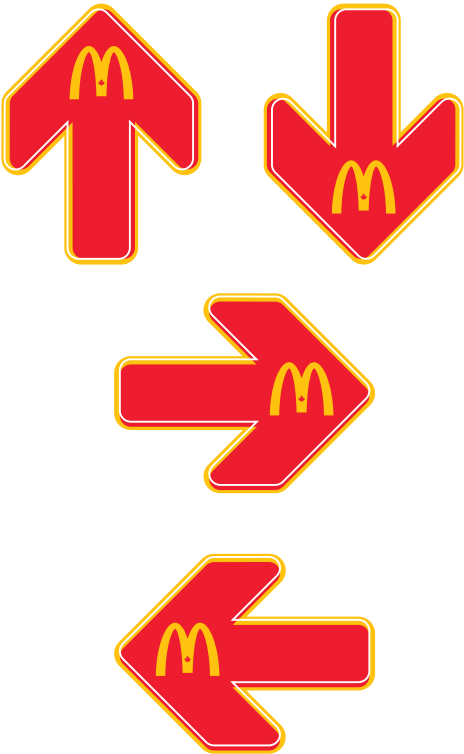






Reusable stickers
for custom directions

More seating. Conveniently located in the
Satisfied Stomachs Department.



Reusable stickers
for custom directions



A small reminder
(or a big one) that the
**Satisfied Stomachs
Department.**
is close by.





Great savings in the
**Satisfied
Stomachs
Department.**



Pay at the checkout. Stand in line once.

Purchase your McDonald's meal cards right here at the checkout.
Pick your meal up in the Express Line at McDonald's. No need to stand in line twice.

Big Mac combo \$X.XX	Chicken sandwich \$X.XX	Chicken McNuggets \$X.XX
Salads \$X.XX	Fries \$X.XX	Happy Meal \$X.XX
Coffee & Muffin \$X.XX	Pies \$X.XX	McMini Promo \$X.XX

Legal disclaimer to go here.

CONVEYER BELT AT THE CHECKOUT - HOT ZONE

Did you forget something? Pick it up in the Satisfied Stomachs Department. 	Did you forget something? Pick it up in the Satisfied Stomachs Department. 	Did you forget something? Pick it up in the Satisfied Stomachs Department. 	Did you forget something? Pick it up in the Satisfied Stomachs Department. 	Did you forget something? Pick it up in the Satisfied Stomachs Department. 
---	---	---	---	---

TICKER-TAPE STYLE



Did you forget something? Pick it up in the Satisfied Stomachs Department. 



EXISTING SIGN



DESTINATION ZONE



Welcome to the
**Satisfied
Stomachs
Department**





Satisfied Stomachs Department deal of the week.

Two Apple Pies for the price of one.

\$0.00

On until DATE.





Why it's good to visit the Satisfied Stomachs Department

- 1. Shopping is an intense, high-energy activity. You need fuel.
- 2. The pencils in the stationery department all look like fries.
- 3. You don't want to faint from hunger in the car on the way home.
- 4. The humidifiers in the small appliances department all look like fries.
- 5. You get to take advantage of great offers like these:

Get a second Baked Apple Pie, free.

Buy a Baked Apple Pie, and the second one is on us. Offer valid until DATE.



Get a free Value Meal

Next time you visit Walmart, get a free Value Meal with every \$XXX you spend in store. Just keep your receipt. Offer valid until DATE.





EXTERNAL ZONE



It's not just a shopping spree,
it's a saving spree. Next time
you're at Walmart, visit the

Satisfied Stomachs Department



See back for great offers.

Satisfied Stomachs Department

INSERT FRONT

Offers goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore.

\$199



Offers goes here

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed.

\$399



Offers goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore.



\$399

Offers goes here

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed.

\$199



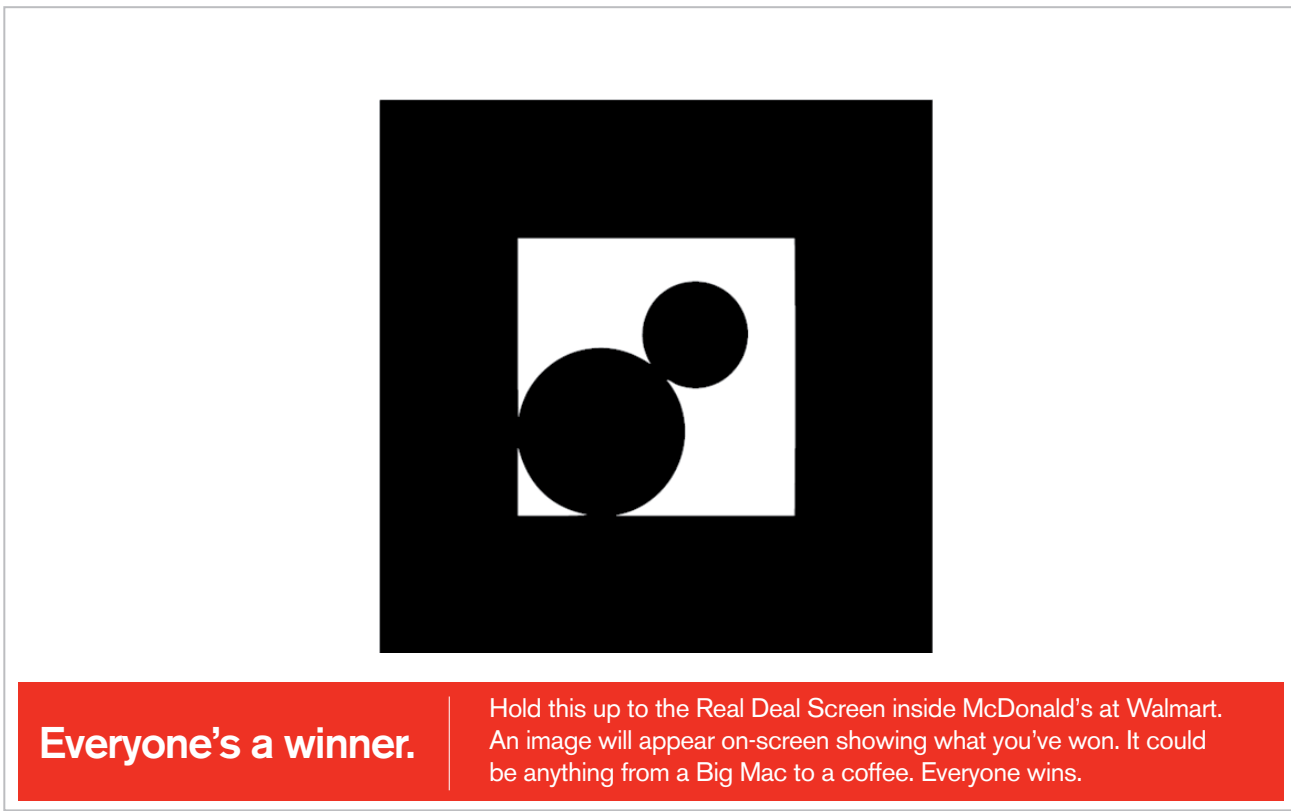
Get a free Value Meal.

Next time you visit Walmart, get a free Value Meal with every \$XX you spend in store.
Just keep your receipt. Offer valid until DATE.

INSERT BACK



INSERT FRONT



INSERT BACK

Walmart.ca Now on your mobile

★ View your local store's promotions

📍 Locate the stores near you

Enter Walmart.ca in your browser and your device will automatically detect the nearest Walmart stores. To change your location click on Change Store and enter a postal code.

📖 Browse store flyers

How to bookmark the website?

Click «+» in your browser then click «Add to Home Screen» and Confirm the bookmark's name. The Walmart.ca icon will appear on your home screen.

CHOOSE YOUR DEVICE



Powered by Crosscap Media Services

Be sure to also visit the
Satisfied Stomachs Department.



Pop-up banner ad
within the Walmart
application.