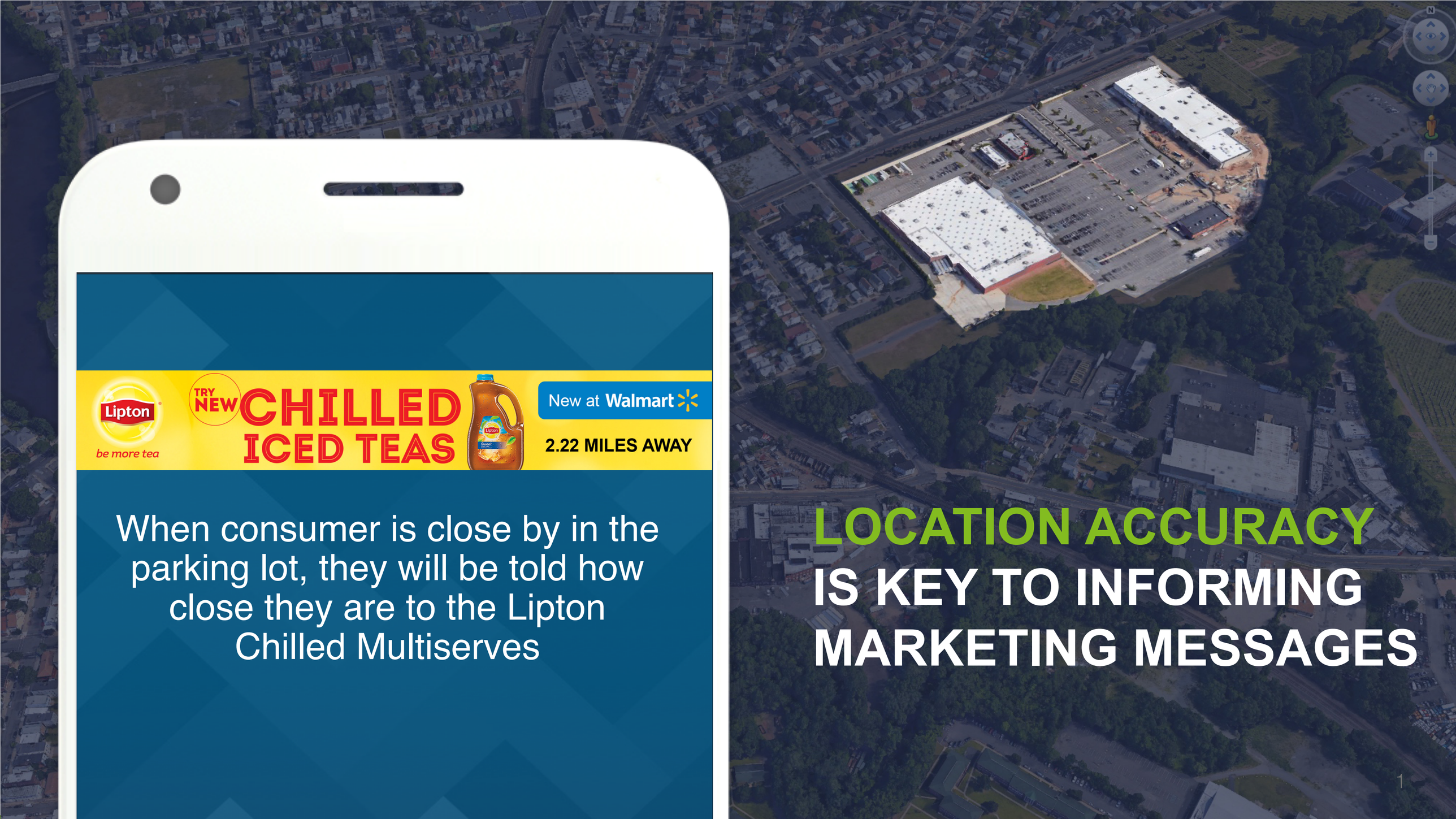

Lipton
be more tea
TRY NEW CHILLED ICED TEAS
New at Walmart
2.22 MILES AWAY
When consumer is close by in the parking lot, they will be told how close they are to the Lipton Chilled Multiserves
LOCATION ACCURACY
IS KEY TO INFORMING MARKETING MESSAGES



When consumer is inside the Walmart store, they will be targeted with a “Find in Chilled Section Now”

LOCATION ACCURACY IS KEY TO INFORMING MARKETING MESSAGES