

CREATIVE INSIGHTS | PRICE MESSAGING

Power of price

4 out of 5 customers say the current economic situation will impact their weekly shopping and spending¹. Let's take a deeper dive into how brands can understand the evolving landscape.

Shoppers are becoming even more savings savvy¹.

- Searching for more deals¹
- Conducting more price research and price comparison¹
- Buying in bulk for longer term savings¹
- Shopping less expensive brands¹
- Buying only what they need¹

Price concerns are bringing new customers to Walmart

The multitude of convenient shopping options such as online shopping, Walmart InHome, & Walmart+ Memberships have made shopping more efficient for time strapped buyers.

Additionally, due to rising gas prices around the country many are adjusting their shopping habits. Some shoppers prefer to save at the pump by increasing how much they shop online, while some shoppers are looking to save on shipping fees and want to shop in-store³.



“The company’s chief financial officer, John Rainey, told CNBC that nearly 75% of Walmart’s recent market-share gains came from “customers with annual household incomes of \$100,00 or more” who are turning to big-box stores’ grocery aisles² .

Essentials and beyond

Customers are still searching for essentials and non-essentials on Walmart.com more than last year. online, while some shoppers are looking to save on shipping fees and want to shop in-store⁴. However, items that are rising in rank in the 100 searched keywords include grocery staples such as eggs and butter, as shoppers lean into online channels when planning and purchasing more of their essentials⁴.

During retail deal events, they're prioritizing⁵:

1. Family essentials
2. Bigger ticket items
3. Gifts for loved ones
4. Products not usually discounted
5. Splurge on self

Breaking through with great creative

Everyday low prices have always been our thing.

73%

of Walmart customers believe they are getting the best possible deal when shopping at Walmart⁶.

33%

of Walmart customers surveyed say they are open to switching brands to save money due to inflation and 76% of that group agree that ads featuring a deal or promotion influence buying decisions⁷.



Creative Takeaways

Put price front and center

Ads that feature a price message (e.g. low cost, save more) are preferred compared to a straight brand message⁶. Messages about lower cost, cost savings should be prominently featured whenever relevant.

Take up more space

69% of Walmart customers who were surveyed say they are online while in Walmart stores to inform their purchase decisions⁶. 80% of those online are searching on Walmart's site and/or app⁶. Make sure to have strong omni creative to capture customers wherever they choose to shop.

Use clear imagery

Customers make purchase decisions quickly. Make it immediately clear what is being advertised by using a high-quality product shot. If using a lifestyle shot, keep the product as recognizable as possible.



Price + quality = 🍷

Everyone loves a great deal, but maintaining balance between price and quality is key especially for products for babies, kids and pets. When it comes to your ad copy, highlight the benefits of your brand or product to incorporate a blend of price and quality messaging

Communicate urgency

Copy should communicate a strong statement that drives action. Create FOMO by making people feel like they're going to miss out on something great if they don't act fast.