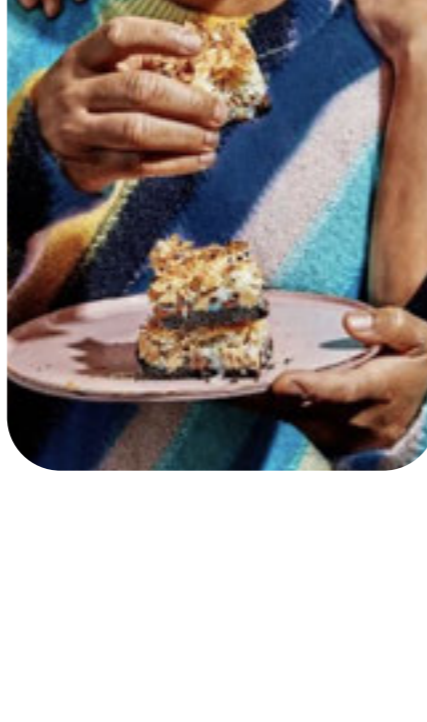


'Tis the Season to Spice up your Holiday Creative

As holiday spending increases and more customers turn to Walmart's everyday low prices to fulfill their needs, brands have a tremendous opportunity to capture even more share in 2023. To help suppliers put their best creative foot forward, we surveyed Walmart customers to understand what types of ad messaging and visuals resonated most with them during the holiday season. Here's what we found out...



Eat, Drink and Be Merry

Food & beverage category insights

60% price

13% recipe inspiration

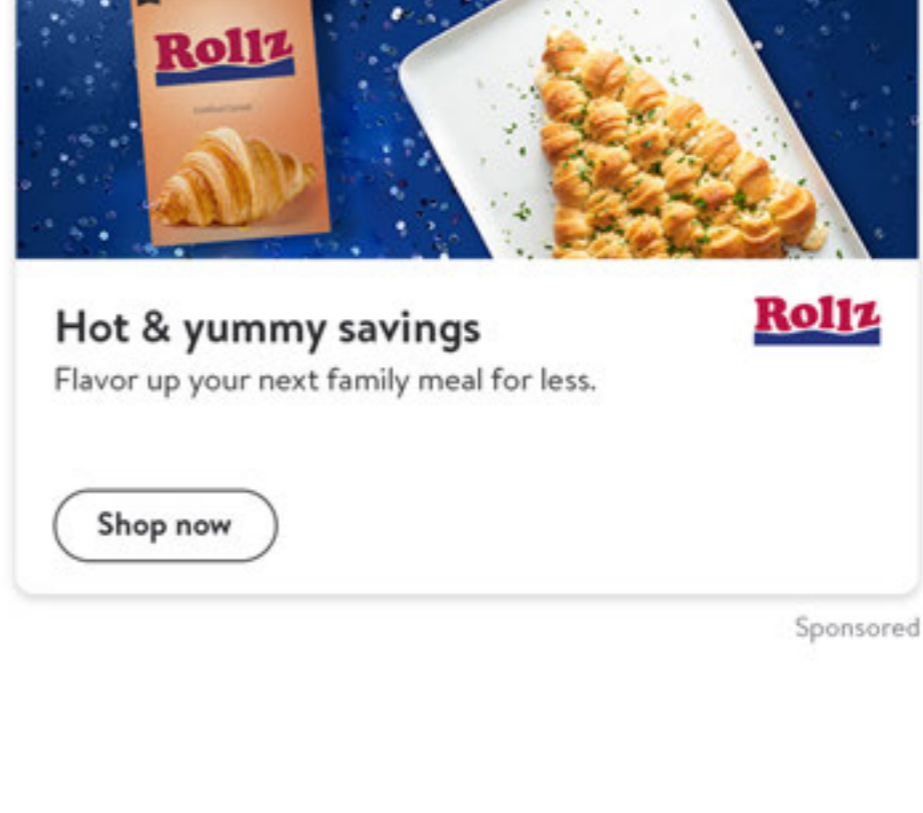
Which food & beverage ad messages are most important to customers?

14% product information

Insight unwrapped:
Being the hostess with the mostest can be harder than it looks. Holiday shoppers are looking to buy food products that can help them stay on budget, while still impressing their family and guests with delicious and creative holiday recipes.

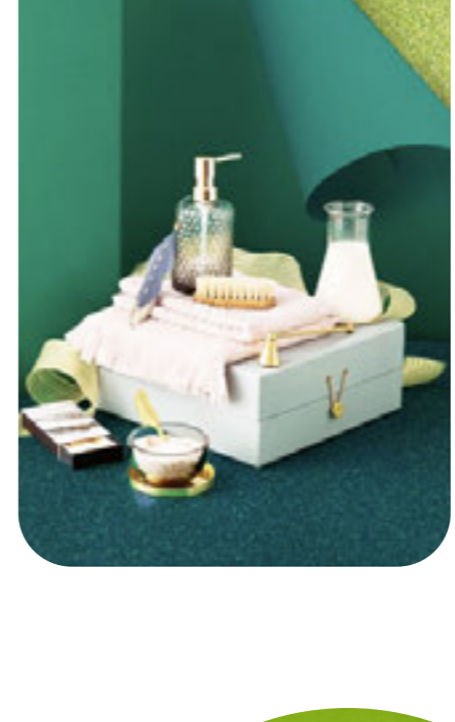
Creative tip:

Inspire with recipe ideas. Walmart customers say they like seeing options for what to do with the product – it shows the product's versatility.



A Treat for You and Me

Personal care category insights



14% product ingredients

37% quality

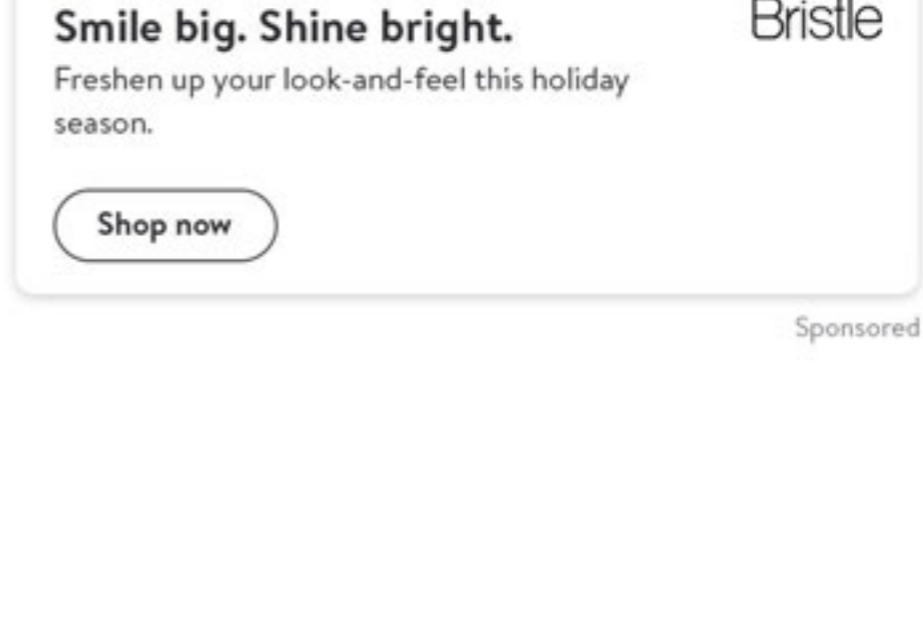
Which personal care ad messages are most important to customers?

25% price

Insight unwrapped:
Leaning into quality messaging and showcasing the benefits of personal care products can help brands stand out to holiday shoppers, whether they're looking for gifts or just to treat themselves.

Creative tip:

Lean into self-care. Gift shopping is a top priority, but Walmart customers are also receptive to ads for products that can help give them that holiday glow.



Toys Under the Tree

Toy category insights



21% quality

45% price

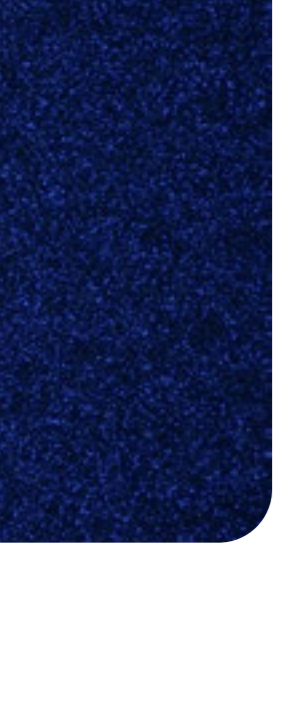
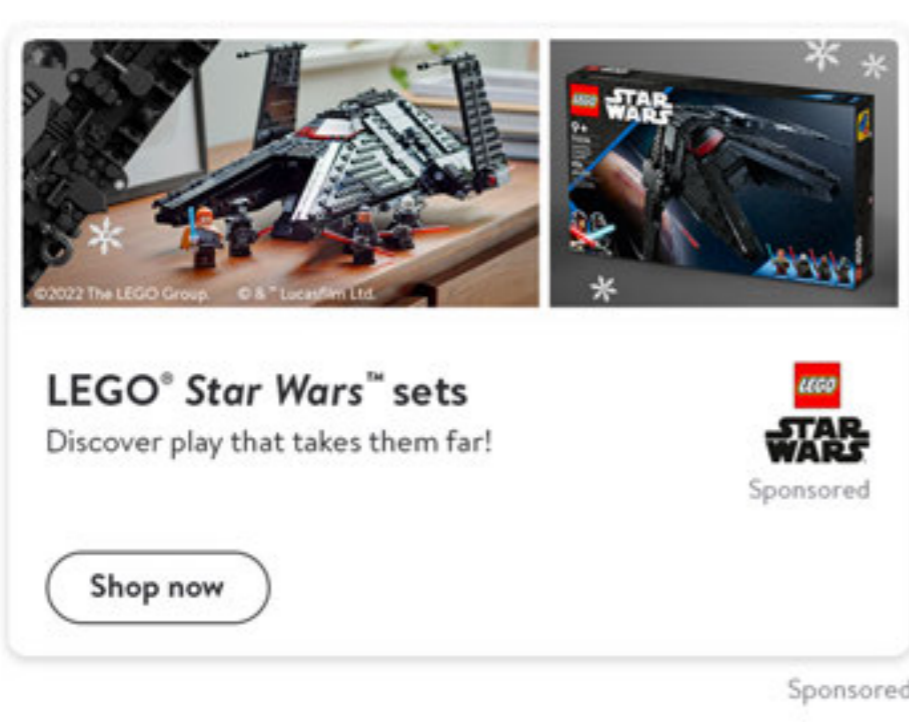
Which toy ad messages are most important to customers?

24% variety of products

Insight unwrapped:
Customers want to get the best price on toys for the holidays, but they're also on the lookout for product variety that will keep their youngsters entertained.

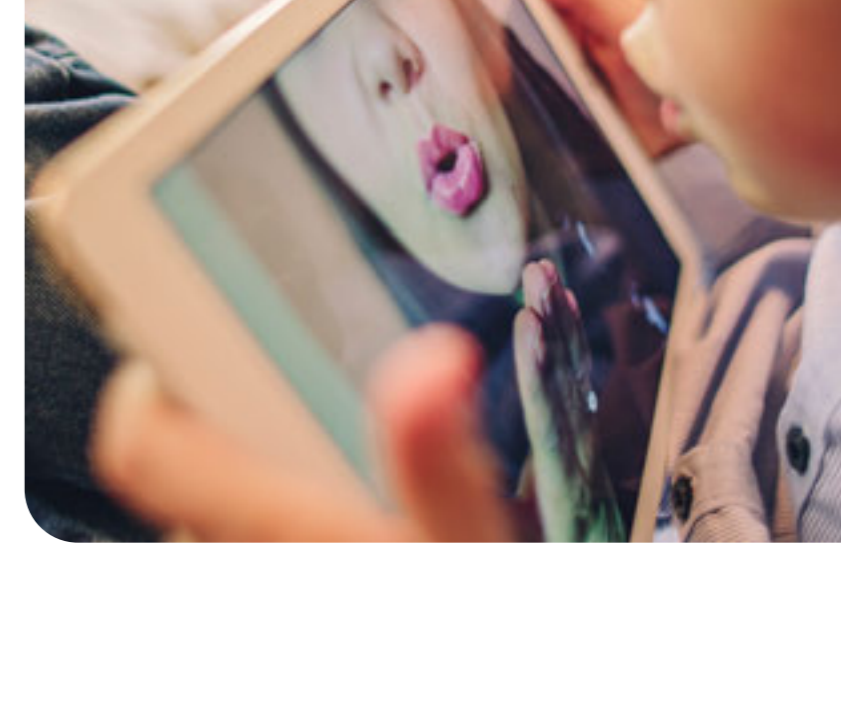
Creative tip:

Feature an up-close product shot. Walmart customers say they like ads that show the toy itself as well as the packaging, so they have a better idea of what they're getting.



Deck the Halls with Tech

Electronics category insights



42% price

8% brand name

Which electronics ad messages are most important to customers?

32% quality

Insight unwrapped:
The cost of holiday shopping can add up quickly, so customers are keeping their eyes on price. However, when it comes to picking out electronics gifts, quality is still an integral element in their consideration set.

Creative tip:

Show off product variety to help grab the attention of customers who are looking to find the perfect gift.

