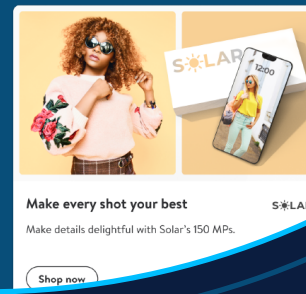
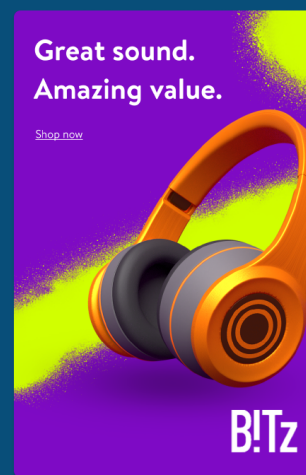
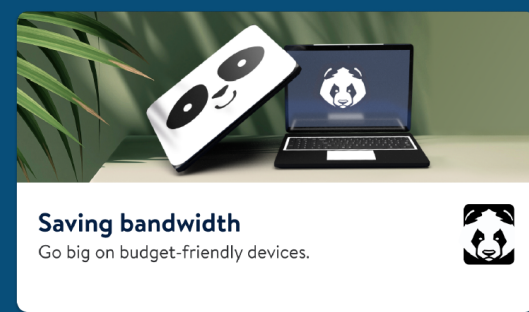
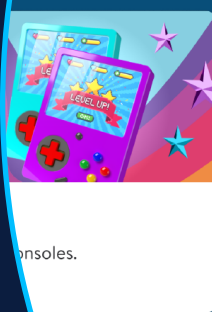
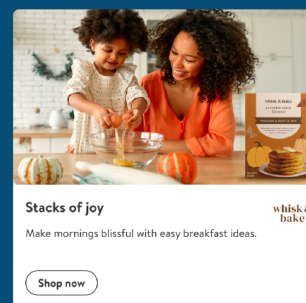
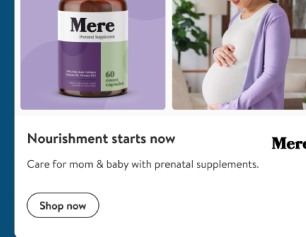
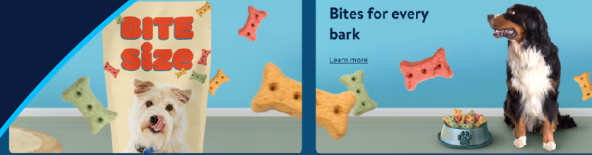




ART of the Cart

A guide to unlocking your creative potential with display ads on Walmart Connect.



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Harnessing insights to spark action.

A captivating display ad holds the power to **inspire**, **enlighten** and **delight** customers—leading them from scroll to shop.

However, in a digital environment where customers may be exposed to thousands of ads in a day and attention is a precious currency, crafting ads that captivate and connect is **every marketer's challenge**.

That's why we did our own research to understand what makes a **top-performing ad** on Walmart Connect. This guide dives into those data-backed creative best practices that can help **drive full-funnel performance** on our platform.

Leveraging creative best practices for your Walmart Connect ads can help:

Boost brand memorability & positive association by 50%.¹

Drive +31% higher CTR compared to category benchmarks.²

Sources: ¹Based on subconscious brand connection scores for Walmart Connect best-in-class display ads compared to NielsenIQ's global database of 10,000+ ads. ²Walmart first-party data FY23 & FY24 (02/01/2022 – 01/31/2023 & 02/01/2023 – 01/31/2024); Based on the average CTR of Walmart Connect best-in-class display ad campaigns compared to the median of the category CTR benchmark ranges. Best-in-class display ad campaigns selected based on adherence to creative best practices.

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INTRODUCTION

How to use this guide:

There are countless decisions that go into developing every creative asset – from selecting imagery, to crafting messaging and more. This guide is not intended to be a rulebook. It provides a set of tools to help guide your creative decision-making and **take your creative from good to great.**

Methodology:

To understand how Walmart customers respond to advertising, we used a combination of research approaches:

- **In-market performance data** to identify the ads our customers click on most.
- **Survey research** to understand what ad messaging and visuals resonate with our customers.
- **Neuro-research**, in partnership with NielsenIQ BASES, to measure the impact of ads on cognitive response.

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Contents

Explore the **ART** of creating effective display ads that capture the **carts and minds** of Walmart customers.



Attract attention

Stand out in a crowded environment.



Reinforce brand association

Deepen customer connections with your brand.



Tap into relevance

Make your ads motivating & actionable.





Attract attention

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ATTRACT ATTENTION

How to stand out in a crowded environment

It's often hard for people to tell you why they notice or like an ad. That's because before they can even form a conscious thought, they've subconsciously processed what they saw. We are wired to respond to key visual features like **contrast, color, shape, motion, and even certain words.**

This section breaks down how to tap into these automatic responses to help an ad stand out and appeal to Walmart customers.

Hero your product prominently.

Use color, contrast, and patterns to make your creative shine.

Guide attention to where you want customers to focus most.

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ATTRACT ATTENTION

Hero your product prominently.

First impressions matter. In a survey of Walmart customers, ads that featured the product as the hero were more likely to drive purchase intent.¹ Customers want to be able to quickly understand what your ad is for and to clearly see the product they are considering.



Make mornings better
Power up with delicious, nutritious oats.



Sponsored



Trust your gut
[Shop now](#)

Sponsored



HEALTHY TREATS, HAPPY PAWS

Tail-wagging wellness
Healthy treats for happy paws.



[Learn more](#)

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Source: ¹First-Party Data, Walmart Customer Spark Community, provided by Walmart Luminate, April 2023

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ATTRACT ATTENTION



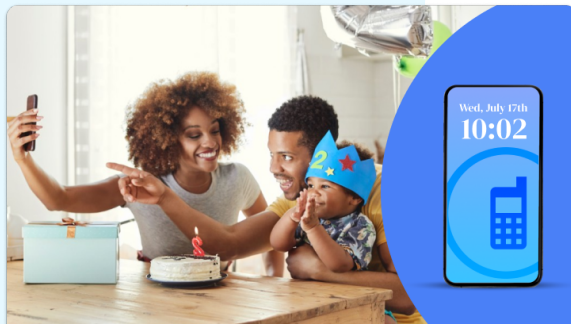
Nourishment starts now

Mere

Care for mom & baby with prenatal supplements.

Shop now

Sponsored



Capture life's moments

Take photos & videos in ultra-HD.



Learn more

Sponsored

Explore these tips for integrating lifestyle shots while maintaining the product as the hero:

Customers want to see the product front and center, but that doesn't mean always using a stand-alone product shot – **context is key**. There's value in using lifestyle imagery and showing your product in real-life situations.

Consider the value of **implicit messaging**. For example, including children in ads for family-friendly products.

Feature people who are relevant to your audience.

For example, if you are advertising a skin care product to a broad audience, but show a very young woman, you may alienate older shoppers and make them feel like the product isn't for them.

Avoid using staged imagery. Instead, show relatable people in realistic situations.

Let the product be the focal point of your ad, even when featuring people.





ATTRACT ATTENTION

Use color, contrast, and patterns to make your creative shine.

The visual elements of an ad impact how customers process that ad and what they notice first. Using eye-catching techniques such as color blocking, patterns, and graphic text can quickly capture attention and make your ads more appealing to customers.

Bolder listening

Amp it up wherever you go with high-quality sound.

BITz

[Shop now](#)

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*The brain automatically attends to things that are significantly different from their surroundings. **Contrast** in the form of **colors, shapes, brightness, and movement** can all be used strategically to **attract visual attention** and direct it toward important content.*

”

– Dr. Elise Temple, VP of Neuroscience, NielsenIQ

Creative recommendations based on NielsenIQ BASES Creative Neuro-research, November 2023.

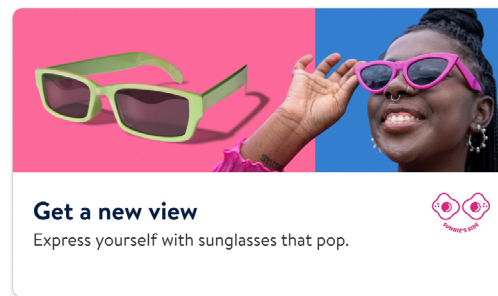
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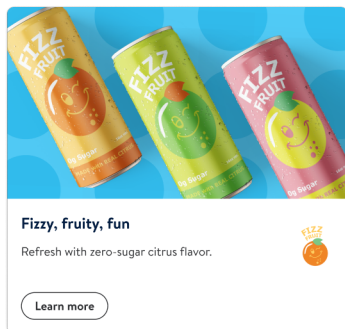


ATTRACT ATTENTION

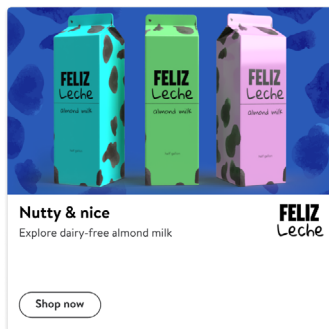
Use **color blocking and contrast** to help important elements stand out. Our research shows that high contrast and color blocking in ads can help customers more easily focus on each creative element. Use this approach to make your product pop and showcase product variety like flavors, scents, or colors.



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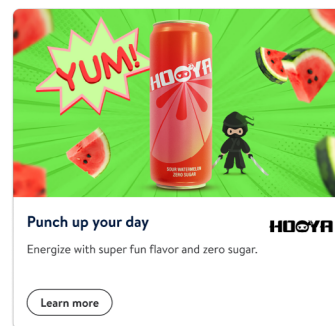


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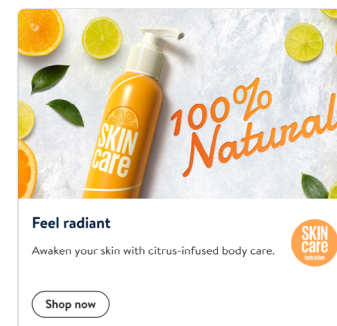
Incorporate a **visual pattern** to help customers quickly see a group of products and not feel overwhelmed. We found that repetitive product patterns make multi-product ads visually appealing and easier to understand.

Make your benefits pop with graphic text.

Size is a powerful cue of importance and can help establish priority. We saw that ads featuring large, graphic text on a contrasting background helped the messaging stand out and grab visual attention. Leverage this strategy to highlight your product's benefits or to showcase new products.



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Creative recommendations based on NielsenIQ BASES Creative Neuro-research, November 2023.

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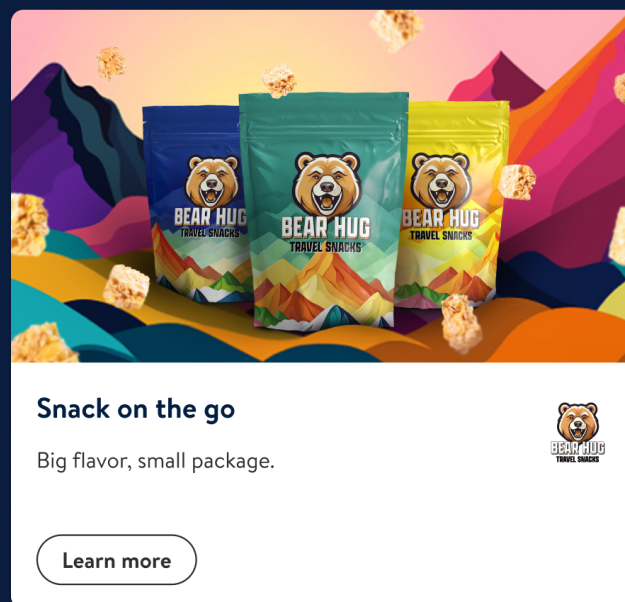




ATTRACT ATTENTION

Guide attention to where you want customers to focus most.

Your design decisions can also help subconsciously guide customers to focus on the most important parts of your ad —from highlighting your product to reinforcing a compelling message.



Sponsored

“

*Certain visual features trigger ‘special treatment’ from our brain that impacts what we pay attention to. For example, we have a special visual pathway that processes movement – irrespective of content – so **moving images are prioritized.***

– Dr. Elise Temple, VP of Neuroscience, NielsenIQ

”

Creative recommendations based on NielsenIQ BASES Creative Neuro-research, November 2023.

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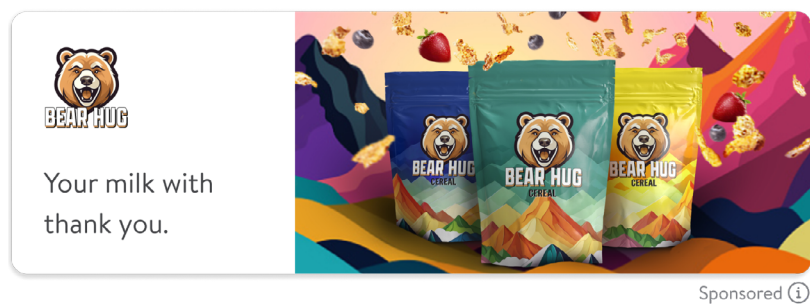
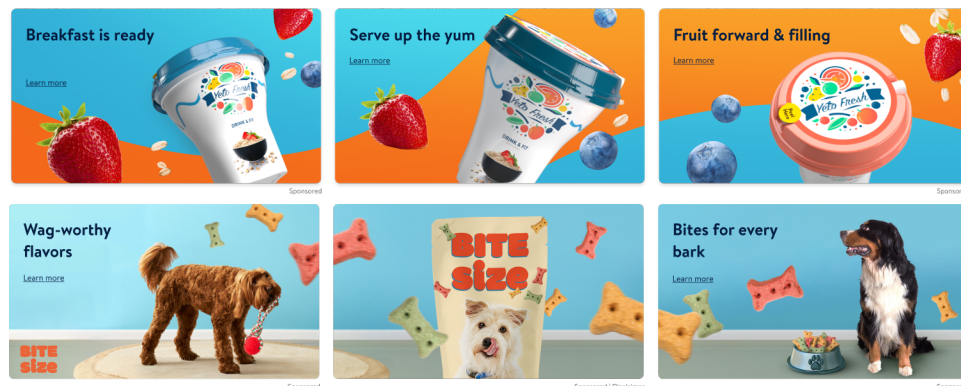
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ATTRACT ATTENTION

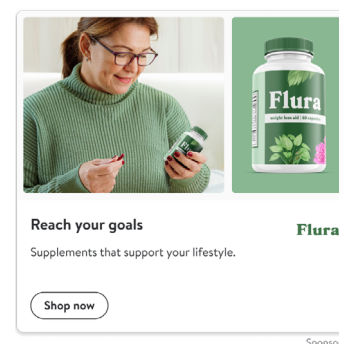
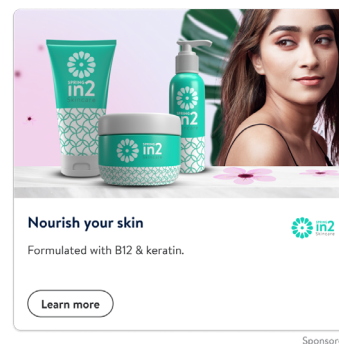
Create an illusion of motion to guide customer focus across your ad and establish cohesion. People are naturally drawn to motion, even implied motion in an image. We saw this come to life when our customers viewed gallery takeover ads that strategically connected creative elements across the tiles. Use this approach to direct visual exploration toward important information, product imagery and branding.



Position important elements in the center of your ad to drive immediate visual attention. In our analysis, customers consistently focused on the information or visual that was placed centrally. Use this strategy to help drive product focus or reinforce a key message. Keep this in mind as you resize assets across different placement specifications.

Direct attention with a look.

People naturally follow the gaze of others, even in static imagery. When customers saw people looking at a product in an ad, that product was their first focus. Leverage this strategy to direct attention towards your product, logo, or key messaging.



Creative recommendations based on NielsenIQ BASES Creative Neuro-research, November 2023.

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Reinforce brand association

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How to improve the way customers view & remember your brand

Integrating your brand closely and consistently with a desired look, feeling, idea, or benefit can help improve memorability. For instance, if your brand is always associated with a specific color, sound, or shape, it becomes **easily recognizable**. That's why it's important to **maintain consistency** in design and creative—whether it's on Walmart's properties or in offsite placements.

Show your brand prominently.

Place your logo near your product to improve association.

Integrate your brand into the visual or copy.

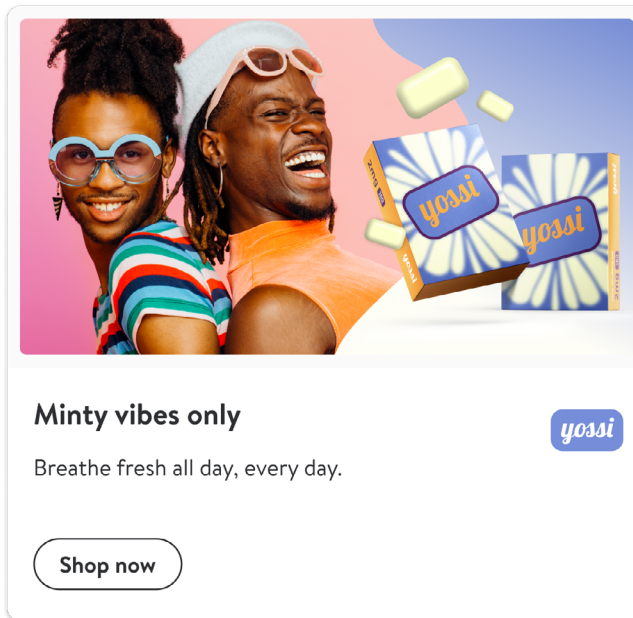




Show your brand prominently.

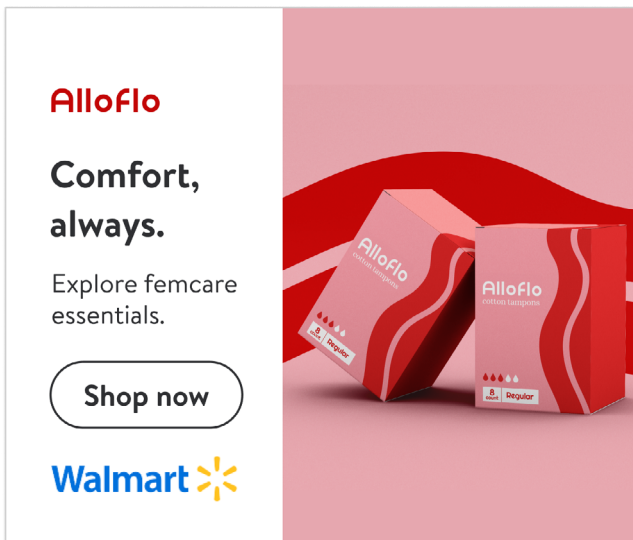
Make sure your brand logo stands out across your assets to help customers quickly recognize what your ad is for and improve memorability. Give your brand assets room to breathe, minimize distractions and use visuals cues like contrast, size, and placement to help strengthen your branding.

Our onsite placements have dedicated space to clearly showcase your brand logo. Ensure you are also dedicating space for your logo in offsite banners and social ads. In addition, your branding should be clear and prominent on your product imagery across all placements.



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Onsite Display



Offsite Display



Social

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GAMER GRRRL

Pocket-sized fun
Get gaming anywhere with portable consoles.

GAMER GRRRL

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BITE size

Totally Paw-some
Treats so good, your furry bff approves.

[Shop now](#)

Walmart

Place your logo near your product to improve association.

Our offsite ad placements allow for more design flexibility, so consider how your brand assets and product imagery work together for optimal layout. We found placing the logo near product imagery, especially with high contrast, tends to make that area the first place our customers focus their attention and helps improve the association between those two important elements.

Creative recommendations based on NielsenIQ BASES Creative Neuro-research, November 2023.


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Integrate your brand into the visual or copy.

It's important to consider all the ways you can bring your brand to life within your ads. In our research, we saw that integrating brand cues into the creative in a familiar and simple way, like pairing the brand closely with positive, emotive copy or nostalgic imagery, can elicit a powerful response.



Snappy Pause

Give 'em something to chew on.

SNAPPY PAUSE

[Learn more](#)

The advertisement features a close-up of a dog's face as it chews on a teal-colored toy. The toy is shown in its packaging, which includes the text 'DOG CHEW TOY', 'SNAPPY PAUSE', and 'BIG DOG TESTED Small Dog Approved'. The background is a soft-focus indoor setting.

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Tap into relevance

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How to make your ads relevant & motivating

Developing an appealing design is just one piece of the puzzle. The impact ad creative has on a customer's **social** and **emotional** network serves as a key part in how they perceive and respond to ads.

In this section, we'll explore how certain creative decisions, like the types of **imagery** or **messaging** you use, can impact the strength of the connection you can make with Walmart customers.

Leverage emotive messaging and imagery.

Show the product in use.

Keep it simple.

Put price front and center.

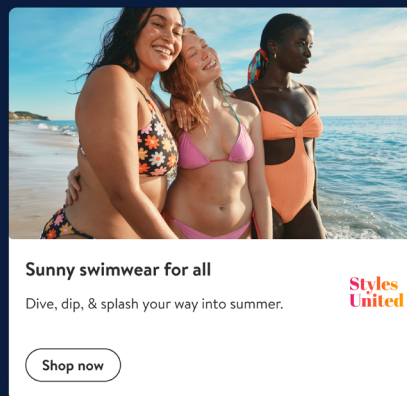




Leverage emotive messaging & imagery.

Tapping into emotion can be an effective way to connect with customers. In fact, studies have shown that when evaluating brands, consumers primarily use emotions, rather than information.¹

There are certain things that all of us are drawn to, stemming from our subconscious drive to survive – it’s our human nature. In our research, we found leveraging evolutionary factors like positivity, social relationships, happy faces, and tasty food in ads boosted emotional engagement and can help motivate customers to act.



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“ Our brains have evolved to perceive things that are important for our success as more **motivating** and **memorable**. We are hard-wired to prioritize these evolutionary drivers, making this information feel particularly **powerful** and **relevant**. ”

– Dr. Elise Temple, VP of Neuroscience, NielsenIQ

Source: ¹Psychology Today, How Emotions Influence What We Buy, Feb 2013
Creative recommendations based on NielsenIQ BASES Creative Neuro-research, November 2023.

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Choosing photos

When selecting imagery, consider emotional cues that can help elicit motivation and a lean-in response.

- **Social interaction**
- **Happy facial expressions**
- **Familial relationships & kids**
- **Pet relationships**
- **Delicious food**
- **Refreshing beverages**
- **Exciting life events**
- **Holiday moments**



Creative recommendations based on NielsenIQ BASES Creative Neuro-research, November 2023.

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TAP INTO RELEVANCE



FAMILY



FOOD



INDIVIDUAL



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TAP INTO RELEVANCE

Show the product in use.

Showing a product being used can help customers understand the product's features and benefits and make it easier to connect the product to their own experiences.

A part of our brains naturally activates when performing or watching someone else perform an action. When we showed customers ads demonstrating a product in use, we saw that it fueled this powerful connection that helps people imagine using the product in their own lives, which can drive a strong motivational response.

Consider this strategy for products like toys, electronics, wearable tech, beauty, and skincare.




Blossom into flawless skin

Elevate your skincare routine with our nature-inspired products.

[Shop now](#)

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Selfies unleashed

Seamless memories, seamlessly connected

[Shop now](#)

Sponsored



Stacks of joy

Make mornings blissful with easy breakfast ideas.

[Shop now](#)

whisk & bake

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Keep it simple.

When an ad is too complex and confusing, the memorability and relevance of that ad tends to drop drastically. In our research, we saw that ads with clear, simple messaging that connects to the visual can help to facilitate easy processing and boost relevance.

Focus on one key message or benefit in your ads, and make sure that the copy and imagery work to complement each other and reinforce that singular message.



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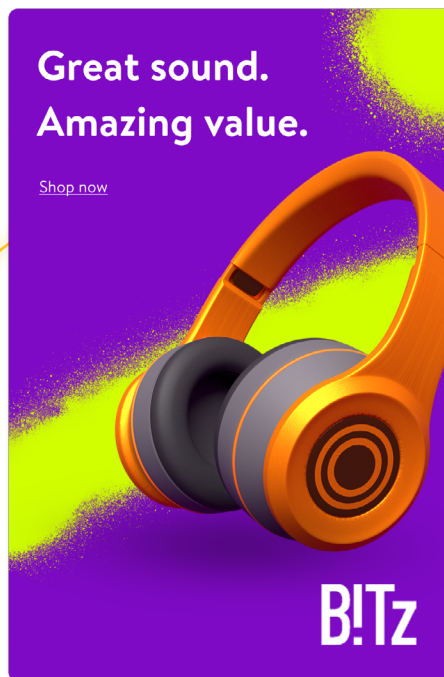




Put savings front & center.

Savings is top of mind for our customers and a main driver of purchase decisions. We've heard from our customers that when they see ads that put savings front and center, they feel the brand is "looking out for them," "cares about them" and wants to save their family money.¹

During savings events or key shopping moments like the holidays, use a well-crafted savings message in your headline to help highlight affordability.



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Source: ¹Walmart First-Party Data, Walmart Claims Survey, September 2022, Walmart Customer Spark Panel, provided by Walmart Luminare Marketing

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Attract attention

Stand out in a crowded environment.

- Hero your product prominently.
- Use color, contrast, and patterns to make your creative shine.
- Guide attention to where you want customers to focus most.



Reinforce brand association

Deepen customer connections with your brand.

- Show your brand prominently.
- Place your logo near your product to improve association.
- Integrate your brand into the visual or copy.



Tap into relevance

Make your ads motivating & actionable.

- Leverage emotive messaging and imagery.
- Show the product in use.
- Keep it simple.
- Put savings front and center.

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Reach out to your Walmart Connect representative to learn more.

walmartconnect.com/contact

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