

Sponsored Videos



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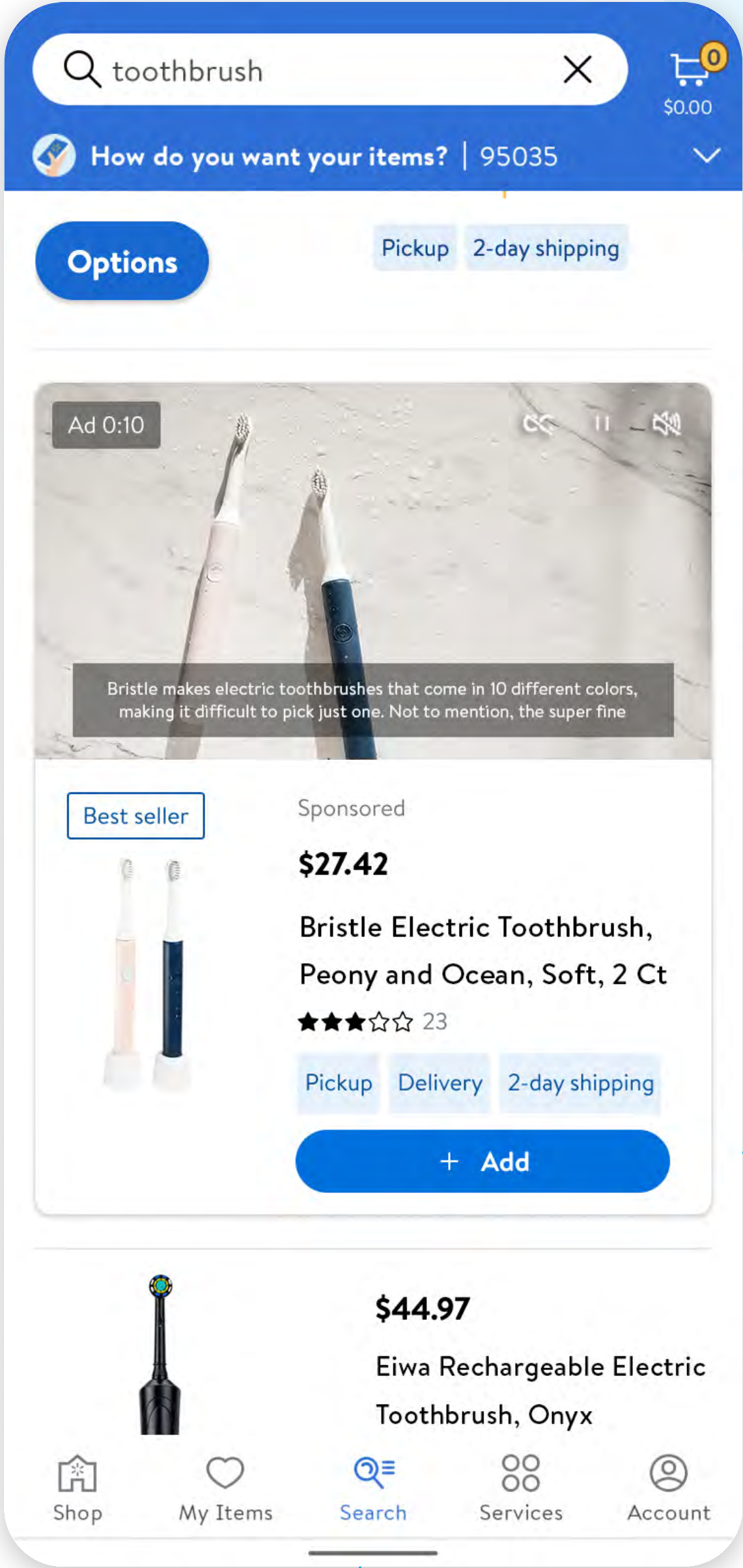
Sponsored Videos

Sponsored Videos

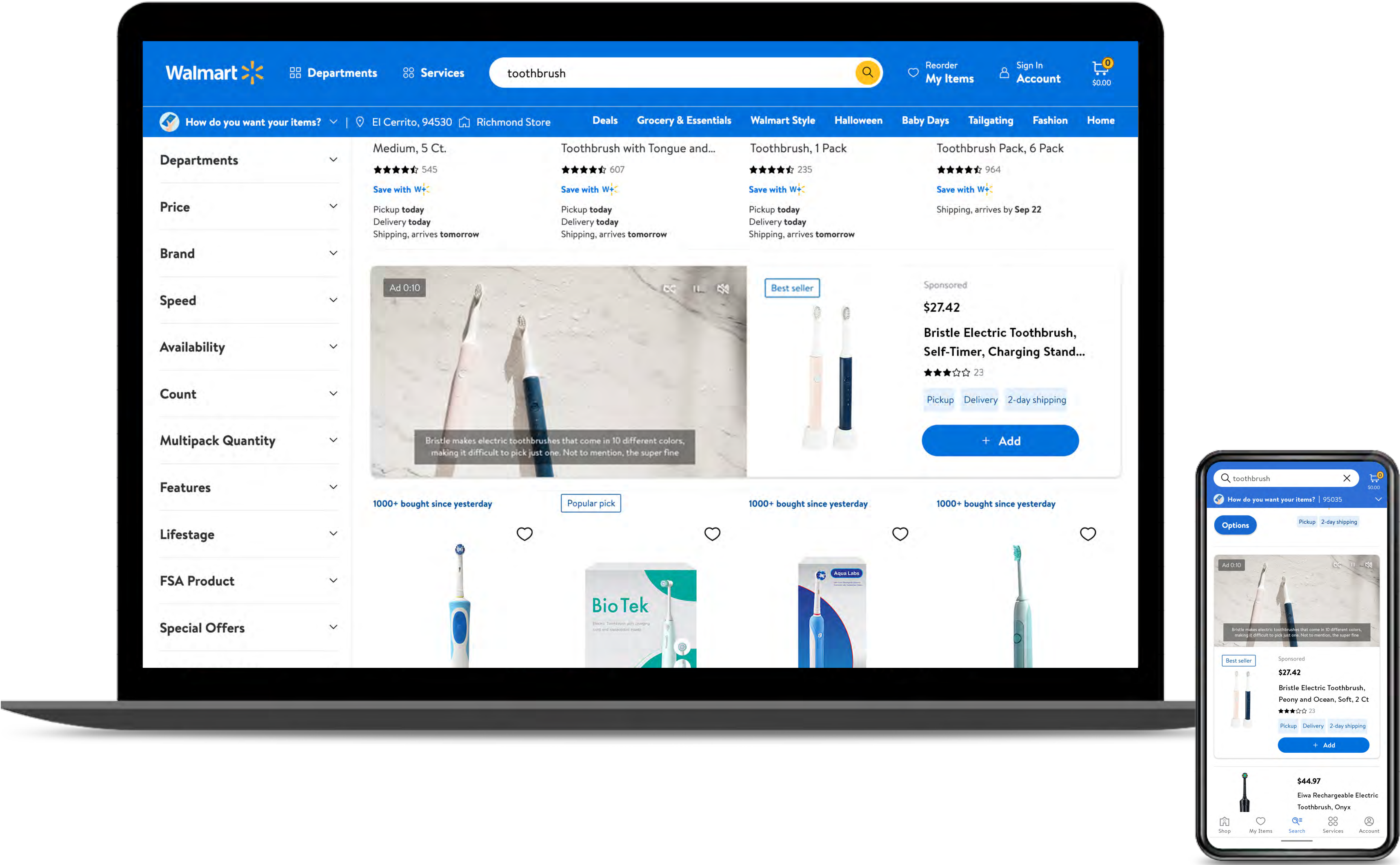
Sponsored Videos — a premium ad solution designed to improve visibility of advertised items within search results

These short video ads complement Walmart Onsite Display by helping boost **awareness** and **discovery** of new brands and products.

Use them to complement Sponsored Brands and Sponsored Products by educating customers about item benefits at the **consideration** point of their Walmart shopping journey.



Sponsored Videos



Video influences customer behavior through higher engagement and awareness

- Video ads are the fastest growing digital format and the number one request from suppliers.
- 66% of consumers prefer watching a video to reading about a product.
- 94% of marketers say videos have helped increase user understanding of their product or service.
- Video search ads have premium viewability, resulting in the highest daily page views.
- Video search ads use keyword targeting, increasing the potential of conversion since customers search for items they intend to buy.
- Video enables even stronger storytelling and drives higher user engagement.
- Most users understand they're viewing paid content, but aren't deterred because they trust the source.

Source: Wyzowl Video Marketing Statistics 2022, retrieved Sept. 9, 2022. PROPRIETARY, CONFIDENTIAL & NO ENDORSEMENT OF THIRD-PARTY DATA SOURCES. These materials are provided pursuant to the parties' confidentiality agreement and are considered Walmart confidential and proprietary information and may not be disclosed or further distributed without Walmart's express consent.



Benefits of Sponsored Videos

Captivating

Grab attention through visual storytelling with sight and sound demonstrating your item’s uses and benefits.

Complementary

Improve your product discoverability strategy in search by incorporating Sponsored Videos to your Sponsored Search campaigns, along with Sponsored Brands and Sponsored Products.

Informative

Showcase your unique brand positioning, helping to build awareness and product consideration in a descriptive, easy-to-understand narrative.



Use Sponsored Videos for...

Awareness

Stand out in search results using visual storytelling with sight and sound, and promote new and seasonal items.

Consideration

Help influence Walmart customers' decisions by showing uses and benefits at the consideration point of their Walmart shopping journey.

Conversion

Get in front of in-market Walmart customers actively searching for products like yours. An add-to-cart button makes buying a breeze.

Ad 0:10

Best seller

Sponsored

\$27.42

Bristle Electric Toothbrush, Self-Timer, Charging Stand...

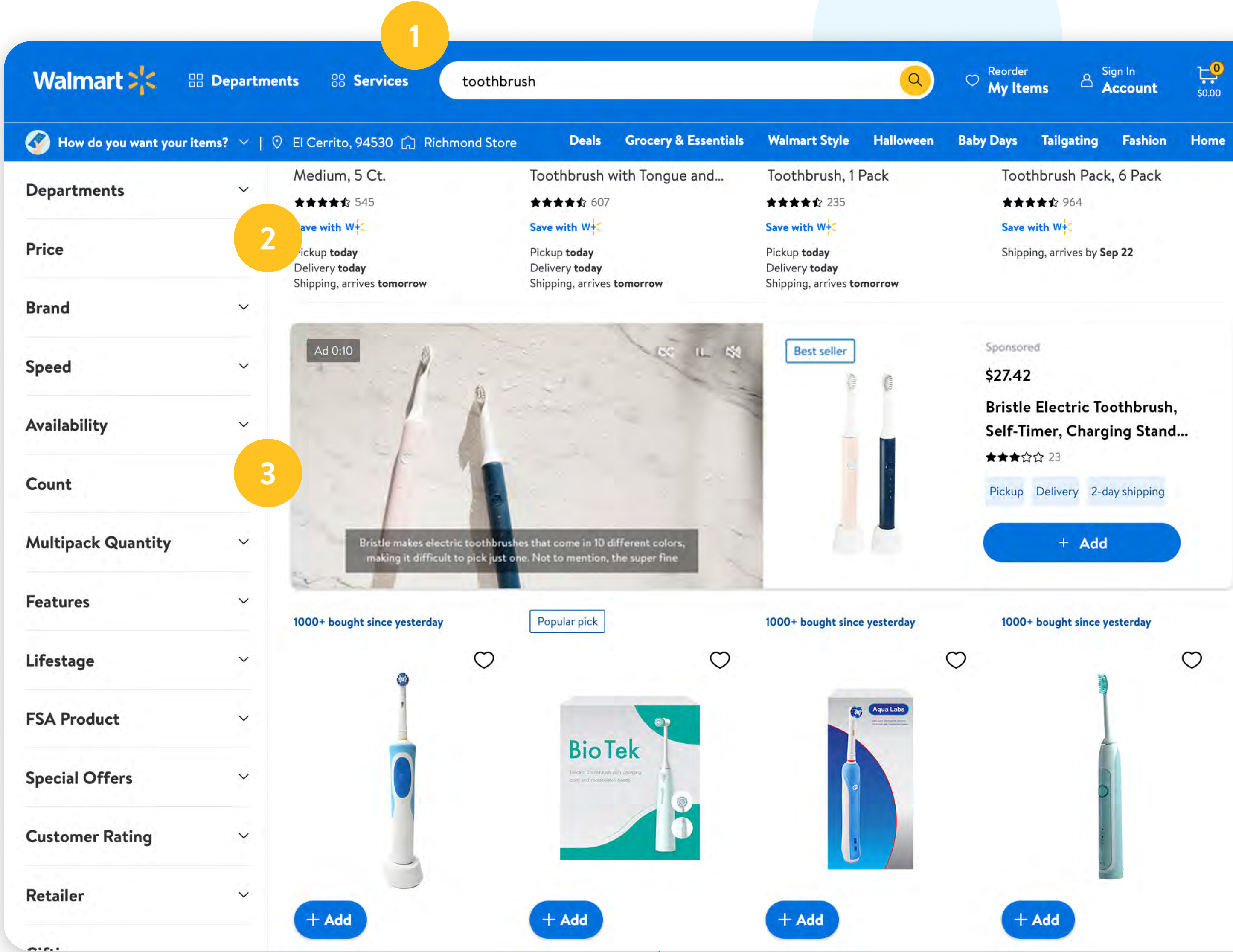
★★★★☆ 23

Pickup Delivery 2-day shipping

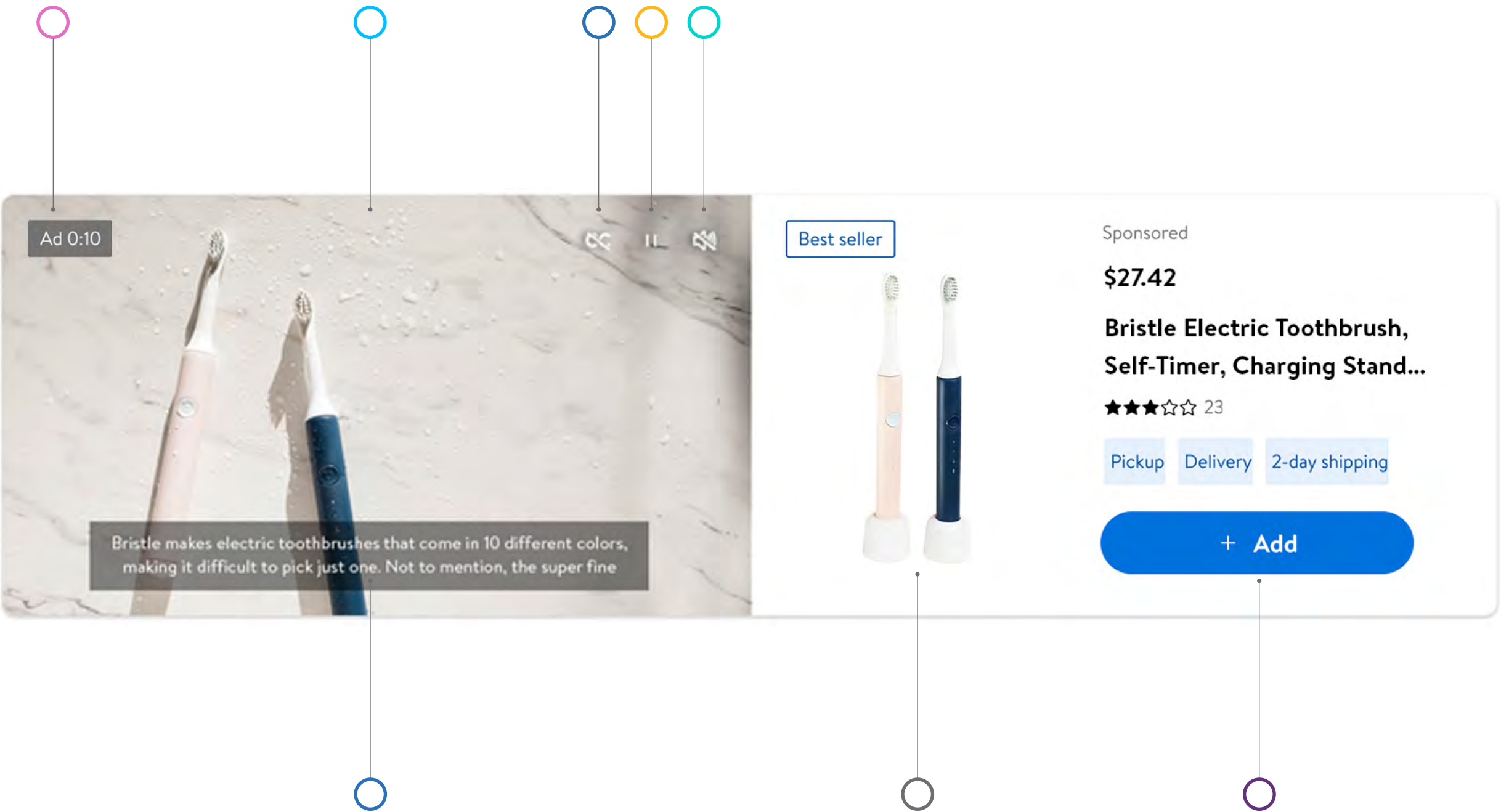
+ Add

Customer experience

- 1
- Customer searches “toothbrush”
- 2
- Relevant Sponsored Videos ad appears in Search in-grid results
- 3
- Sponsored Videos ad starts playing when 50% in view, plays on a loop while 100% in view, and pauses once 50% out of view.
 - **Video begins on mute**; customer can choose to unmute
 - **Closed captions** automatically appear
 - Video can be **5-to-30 seconds** long
 - **Add-to-cart button** makes buying effortless
 - **Clicking** anywhere on video sends customer to **item page**
 - **Clicking** back from item page **returns customer to video**



- **Video length tag**
Indicates the length of a video, measured in seconds.
- **Video**
Autoplay begins when video is 50% in view and pauses if video is scrolled 50% out of view.
- **Closed captions**
Closed captions are required for videos with spoken words and are enabled by default.
- **Play/pause button**
Play/pause controls stop and start the video.
- **Mute toggle button**
The mute toggle appears if video includes sound. All videos begin on mute; customer can enable audio.
- **Product details**
Clicking on the product information or product image sends customer to its item page.
- **Add-to-cart button**
Add-to-cart button makes buying effortless.





Getting
Started

What we need from suppliers

Source & brand guidelines

Working video assets are always preferred (.AEP/.PRE). These should be fully-layered files, in order to edit content as needed to best suit individual placements. The following is a detailed list of what assets should be collected from each supplier:

- Licensed fonts in TrueType (extensions include .TTF or .CFF/.OTF)
- Logo file in .PSD or .PNG formats (transparent background)
- Images should be provided as layered .PSD files (when possible) for access to additional background elements
- Vector illustrations in .AI or .EPS formats
- Video asset formats: .MP4 or .MOV Codec: H.264 / H.265 – Dimensions 1920x1080 px (minimum) / 3840x2160 px
- Audio asset formats: .PCM, .AAC, or .MP3 | Stereo or mono | Bit Rate – minimum 128 kbps | Sample – minimum 44.1khz
- Licensed music tracks (if Lightbox needs to source music track, final SLA may be impacted)
- Brand guidelines for all brands involved



Video & audio specifications

Aspect ratio:

16:9

Dimensions:

1280 x 720px (minimum)

File size:

Less than 500MB

File format:

.MP4 or .MOV

Duration minimum:

5 seconds

Duration maximum:

45 seconds (30 seconds or less recommended)

Display font:

- Bogle (Desktop)
- Roboto (Android)
- San Francisco (IOS)

Audio:

Optional, but recommended. Sound is off until the user clicks or taps the mute toggle button.

Closed captions*:

Video and audio content will ideally include a closed captions button or a link to transcripts.

Audio description*:

Include audio descriptions in video content for low vision and blind users. Audio descriptions only play for a person who has enabled “Play audio descriptions” in their accessibility settings. Included audio descriptions will not play for users who don’t have these settings turned on.

Video codec:

H.264 or H.265

Video profile:

Main or baseline

Frame rate:

Minimum 15fps; 24 – 30fps

Video bit rate:

516 kbps – 2 Mbps

Video scan type:

Progressive

Audio codec:

.PCM, .AAC, or .MP3

Audio format:

Stereo or mono

Audio bit rate:

Minimum 128 kbps

Audio sample rate:

Minimum 44.1khz

Letterboxing or pillarboxing:

Videos must not have black bars on any side of the video content.

Blank or black frames at the start or end of videos are not permitted.

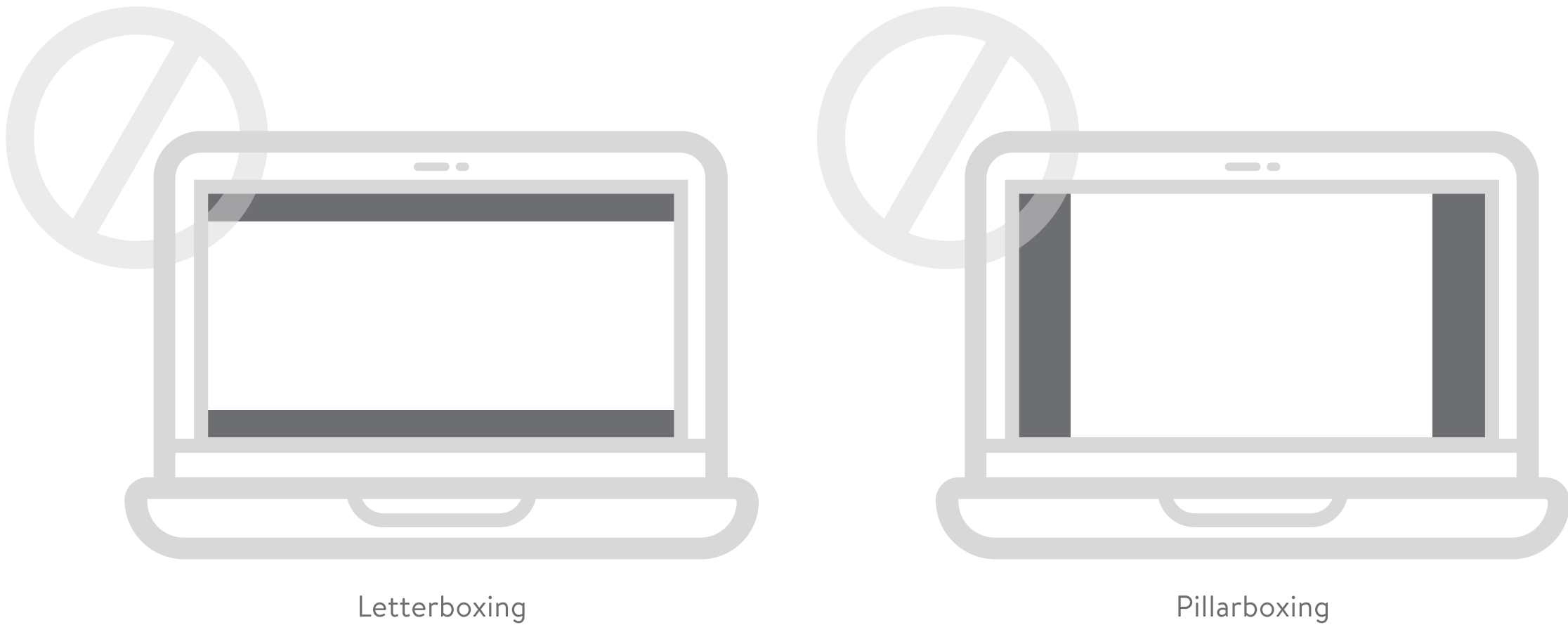
*WCAG (Web Content Accessibility Guidelines) is an international standard digital content adheres to for assuring content is accessible to the widest audience, regardless of ability. Please follow these guidelines when submitting content to Walmart.com.

Don't include black bars on any side of the video content

For a better customer experience, avoid using videos that are letterboxed or pillarboxed.

Set your safe area

For legibility, critical content within the video must not obstruct the user interface. Ensure that text (including closed captions), logos, and other important elements do not interfere with safe zones.



Closed captions are required

Video content requires closed captions, per ADA guidelines. Since Sponsored Videos launch on mute, captions ensure that customers don’t miss any important details. Be sure that a .VTT or .SRT caption file is supplied without any styling information.

Consider mobile customers

To ensure text can be easily read on smaller screen devices, we recommend using Bogle or a similar sans-serif font at a minimum size of 75 pt or 80 px. We also recommend displaying the text in white on top of a black bounding box set to 80% opacity.

Stay safe

Be sure that closed captions don’t interfere with the safe-area template and that critical content in the video sits above the captions.



Walmart wordmark logo, Spark or vendor-tagged ad (VTA) lockup

Video content should not feature the Walmart logo, as it will be playing within the Walmart ecosystem.



Walmart wordmark logo



Vendor-tagged ad (VTA) logo example



Spark logo

Please adhere to our advertising policies, which can be viewed [here](#).

1. Creatives
2. Landing pages
3. Third-party tags
4. Collection of personal information
5. Non-English ads
6. Advertiser-created naming conventions
7. Prohibited content
8. Restricted content





Creative Best Practices

Let's discover how Walmart suppliers
amplified their messaging through great
video creative.

Show the product in use

Showcase people prominently interacting with the product in a positive, joyful way.



They work continuously

P&G Zevo

Utilize split screen

Split screen is a great way to communicate two compelling messages at once.



Samsung

Showcase fewer portfolio products

When featuring recipes or how-to's, focus on fewer products utilized in multiple ways to tell a stronger story.



Nestlé

Build for sound off

Although brands shouldn't rely on audio, if customers decide to turn the volume up, music can help add energy and emotion.



Nestlé

Bold typography

Bold, simple typography adds sound-off excitement and keeps viewers watching.



Samsung



Mondelēz

Keep your brand top of mind

Lead with your brand at second zero and close off with a strongly branded end card.



Reebok

Persistent branding

Showcase a logo throughout so that customers always know what brand to purchase.



Pompeian



Post Consumer Brands

Power of simplicity

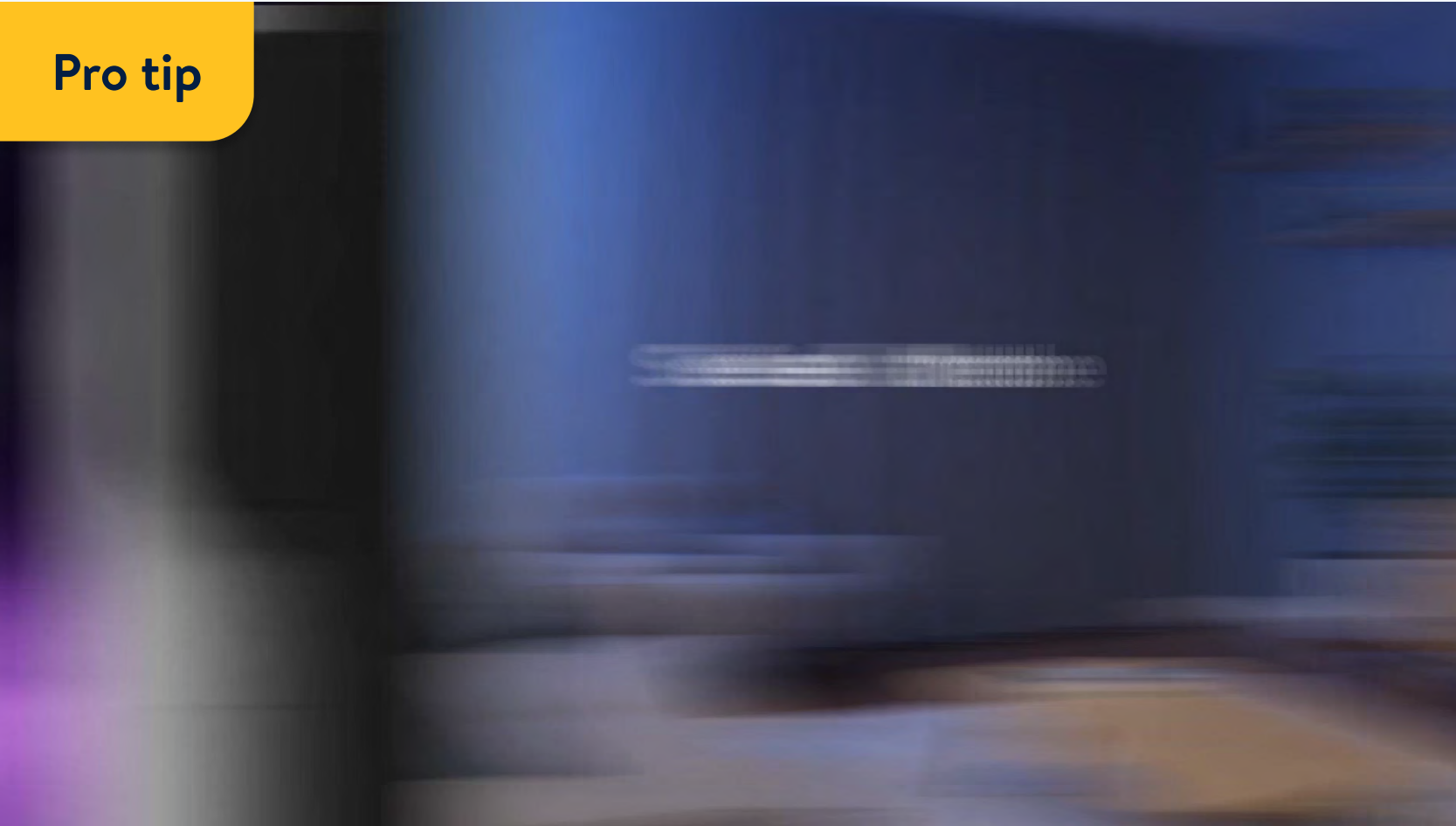
Videos don't always have to be big productions. Strong, leveled-up visuals can still be impactful.



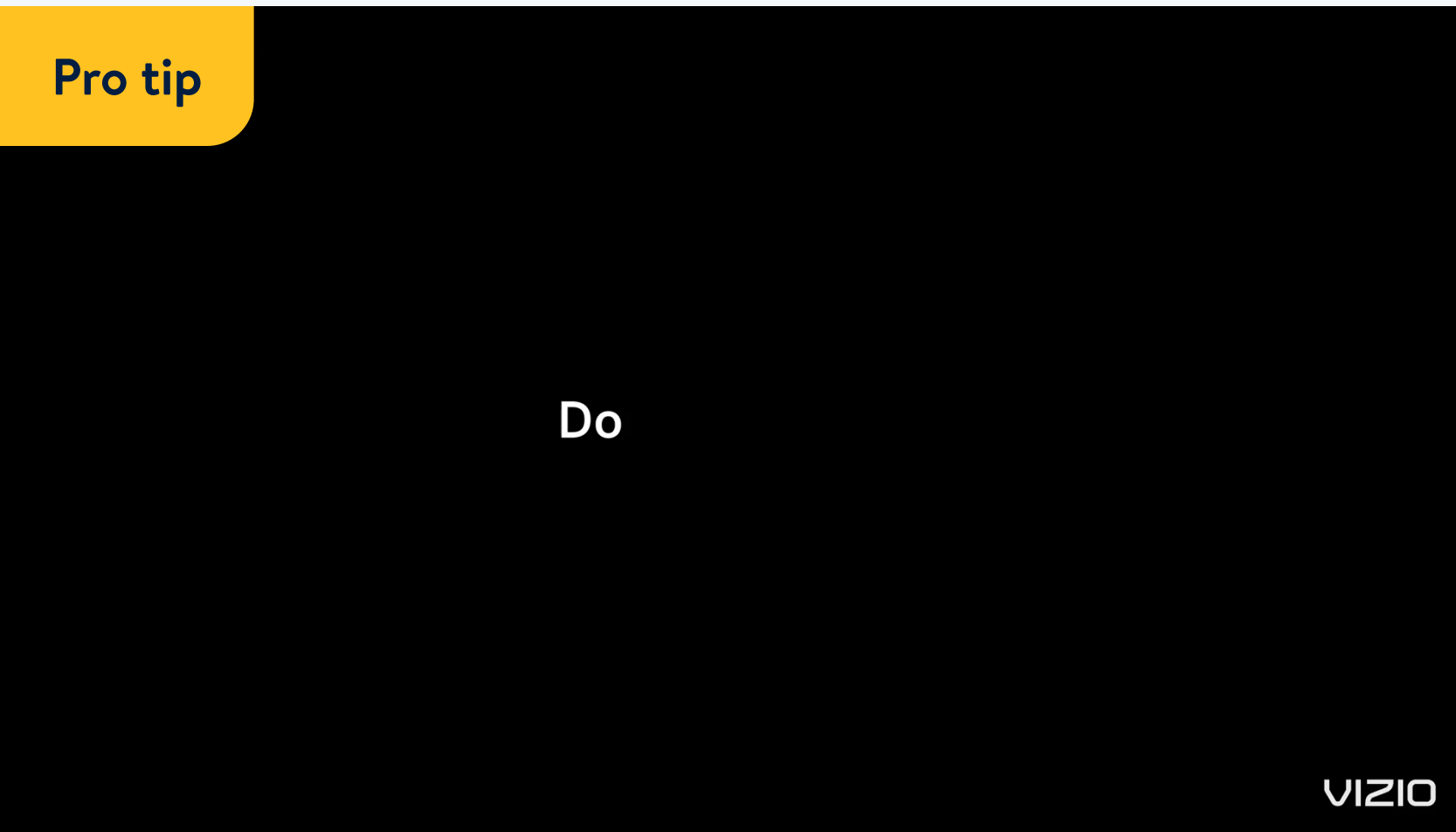
Del Monte

Keep it quick

Use fast pacing and quick cuts to catch-and-keep customer attention.



Roku



Vizio

Creative best practices

Showcase the item

- Feature the advertised item within the first three seconds.
- Deliver the core message within the first five seconds.
- Show people interacting positively with the item.
- Help educate customers with a demo that solves a customer problem.

Rely on visuals, not audio

- Because videos launch on mute, consider showing the item in use.
- Include simple headlines or typography to visually narrate.
- Add closed captions to ensure customers don't miss important details, and also for WCAG compliance.

Stay top-of-mind

- Make sure your brand logo appears throughout, from second zero to the end card.

Bring the energy

- Use bold, simple visuals and typography.
- Quick cuts keep the viewer engaged.
- Ensure audio matches the energy of the visuals.

Think mobile

- Show the item large enough that it can be easily seen on a smartphone screen.
- Headlines and captions should be readable on a smartphone screen.



Handoff Asset Guide

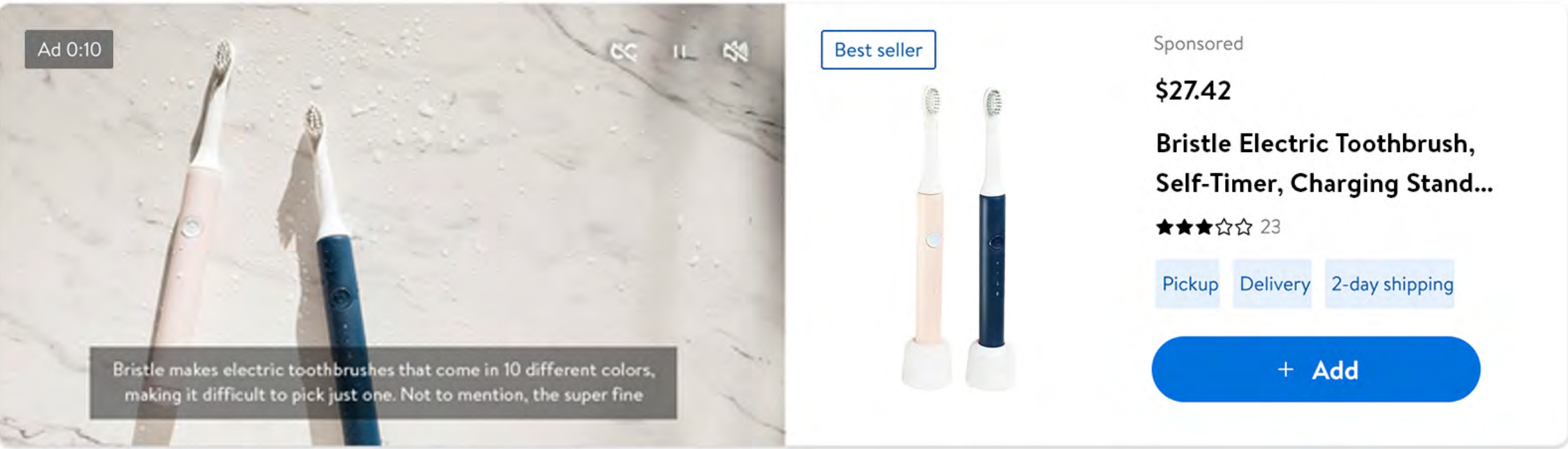


DELIVERY ASSETS	DELIVERY DIMENSIONS	MAX FILE SIZE	.MP4 OR .MOV
dWeb, App + mWeb video (16:9)	1280 x 720px (minimum)	Less than 500MB	
FRAME RATE	VIDEO BIT RATE		
Minimum 15fps; 24 – 30fps	516 kbps – 2 Mbps		
AUDIO	VIDEO DURATION		
.PCM, .AAC, or .MP3 / stereo or mono Minimum 128 kbps	5 – 45 seconds (Highly recommend 10-15 secs)		
NOTES			

- Third-party tracking is NOT allowed.
- Video aspect ratio is 16:9.
- Video scales down with each breakpoint.
- Captioning required. Provide a .VTT or .SRT caption file without any styling information.
- Item ID is pulled dynamically; no additional creative deliverables needed.
- S

 Shared delivery asset.

PREVIEW



DELIVERY ASSET





DELIVERY ASSETS	DELIVERY DIMENSIONS	MAX FILE SIZE	.MP4 OR .MOV
S dWeb, App + mWeb video (16:9)	1280 x 720px (minimum)	Less than 500MB	

FRAME RATE	VIDEO BIT RATE
Minimum 15fps; 24 – 30fps	516 kbps – 2 Mbps

AUDIO	VIDEO DURATION
PCM, AAC, or MP3 / Stereo or mono Minimum 128 kbps	5 – 45 seconds (Highly recommend 10–15 secs)

- NOTES
- 3P tracking is NOT allowed.
 - Video aspect ratio is 16:9.
 - Video scales down with each breakpoint.
 - Captioning required. Provide a .VTT or .SRT caption file without any styling information.
 - Item ID is pulled dynamically; no additional creative deliverables needed.
 - S

Shared delivery asset.

PREVIEW

Ad 0:10

Bristle makes electric toothbrushes that come in 10 different colors, making it difficult to pick just one. Not to mention, the super fine

Best seller

Sponsored

\$27.42

Bristle Electric Toothbrush, Peony and Ocean, Soft, 2 Ct

★★★★☆ 23

Pickup

Delivery

2-day shipping

+ Add

DELIVERY ASSET



