

Walmart links holiday-centric rom-coms and social commerce in its new shoppable series

Article

The news: Walmart plans to launch its first shoppable video series—a holiday-themed romantic comedy called “Add to Heart”—on Roku, TikTok, and YouTube.

- The 23-part series weaves the retailer and 330 shoppable products throughout its plot, which revolves around a New York designer who returns to her hometown for the holidays. After losing her luggage, she visits her local Walmart to buy necessities, where she encounters an old flame.

The context: There's a flood of interest in shoppable media among major streamers, connected TV manufacturers, and streamers.

- Walmart alone has produced hundreds of shoppable livestreams and other videos. It has also experimented with a variety of shoppable formats across a range of platforms, including on **Meta**, **Snapchat**, and **NBCUniversal's Peacock** (where it is offering shoppable ads on the "Below Deck Mediterranean" reality series).
- Others are also testing the technology. For example, TV-maker **Vizio** and **Home Depot** recently launched the "Merry & Bright" shoppable series that showcases how to use Home Depot products to decorate homes for the holidays.

Consumers are responding. The number of US shoppable media buyers is expected to jump 5.7% this year to 94.2 million, according to our [forecast](#).

- Our forecast defines US shoppable media buyers as digital consumers who, after engaging with online media content that has immediate purchase options, take actions like clicking through a call-to-action link on a livestreaming video or scanning a QR code on a connected TV.

The big takeaway: While it is still early days for the channel, shoppable media has rapidly emerged as a vital part of the advertising ecosystem.

- Given that the rules of the road have yet to be written, marketers would be wise to experiment with a variety of tactics to gain an edge on the competition.

How Interested Are US Adults in Shoppable Commerce*?

% of respondents, by demographic, Aug 2023

Gender

Female



Male



Age

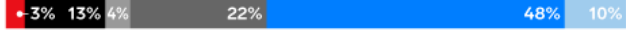
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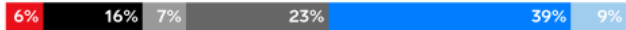
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55-65



Total



- Use it regularly
- Have used before, but don't use regularly
- Have not used, but very interested
- Have not used, but somewhat interested
- Have not used and not interested
- Don't know what this is

Note: numbers may not add up to 100% due to rounding; *buying a product by clicking on a link directly within or next to a video on that site or the retailer's product page
 Source: "The Insider Intelligence Ecommerce Survey" conducted in August 2023 by Bizrate Insights, Aug 30, 2023

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