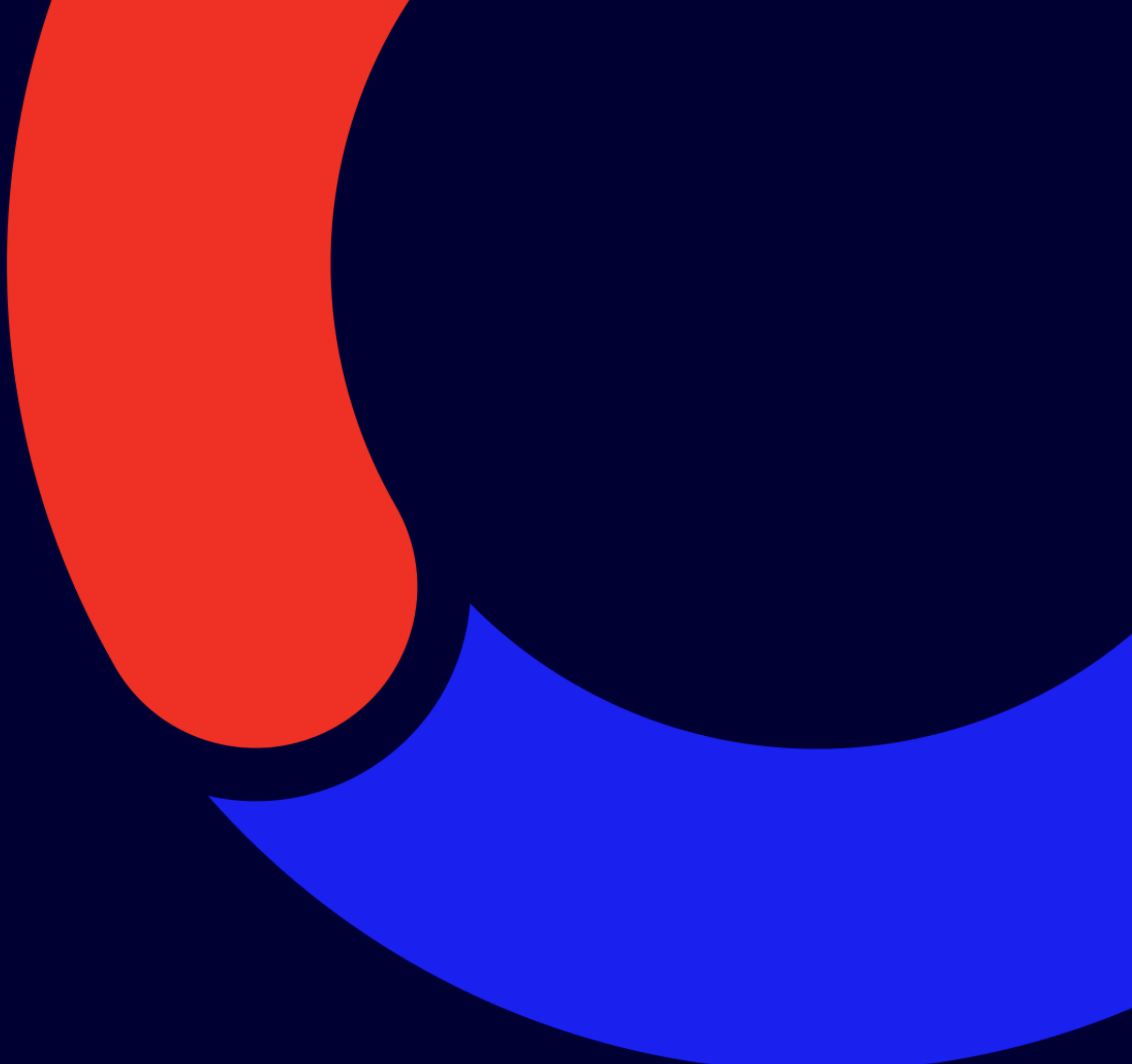




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When Algorithms Shape Desire and Entertainment Sells

Designing Desire at the Point of Transaction

Creative ideas with transaction in mind from the start

Updated: February 20th, 2026



WE *Create* **WHAT'S NEXT**

Creative commerce is building ideas with the transaction in mind from the start

Retail Media to Exceed 312bn USD Globally

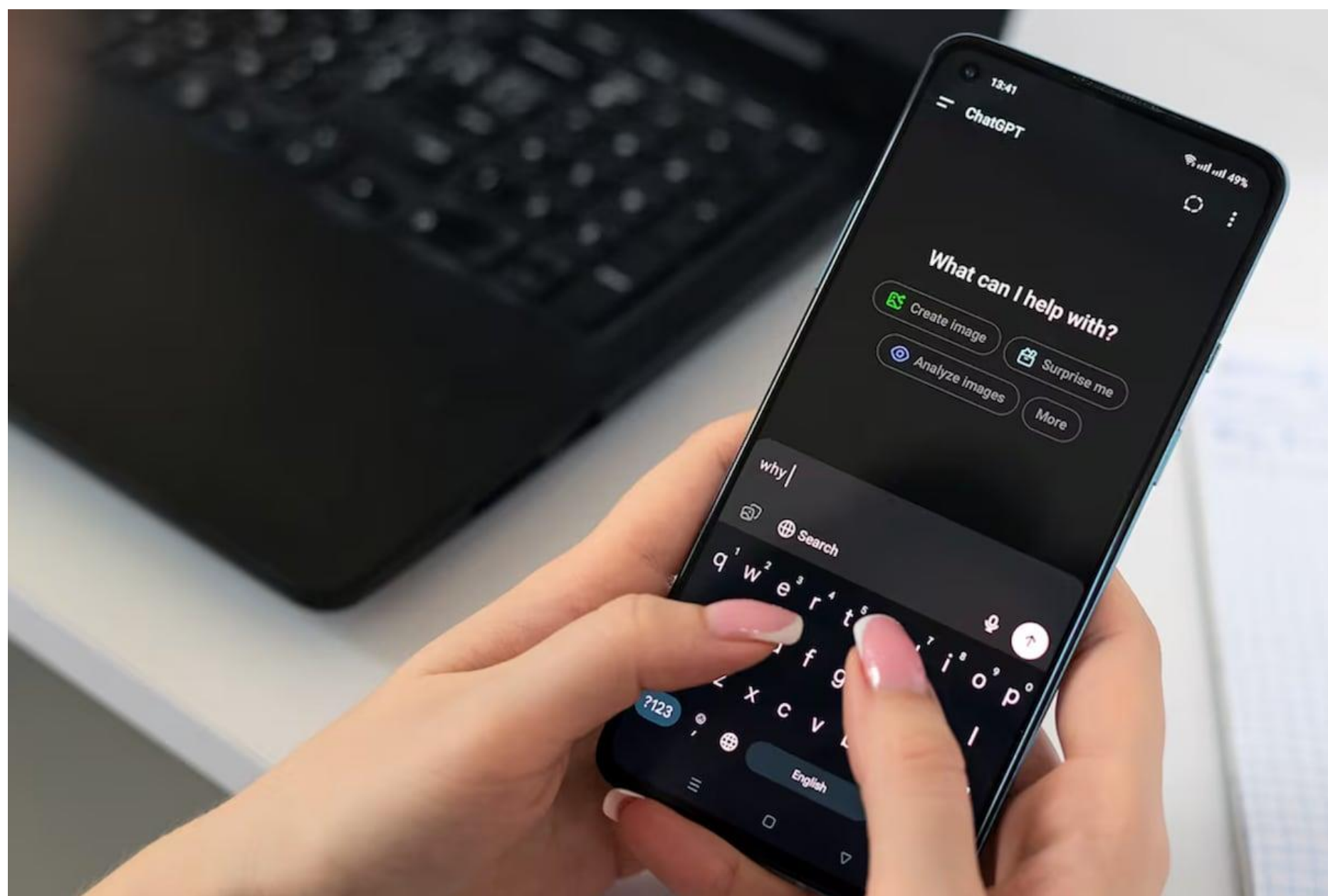
For decades, marketing operated on a simple premise: creativity-built desire, and commerce captured it later.

Awareness lived at the top of the funnel; conversion waited patiently at the bottom.

Today, discovery, influence, entertainment, and transaction are [collapsing into the same moment](#). Commerce is no longer a destination you drive people towards. It happens inside feeds, inside content, inside culture; and increasingly inside algorithmically curated environments.

Retail media alone is forecast to exceed [USD 312bn globally by 2030](#), accounting for more than 20% of total ad investment. Commerce-led environments are no longer peripheral channels. They are structural drivers of growth.

In this context, a new discipline emerges. We call it Creative Commerce.



Most brands have become highly sophisticated at orchestration. They plan across channels, optimize bids in real time, connect data ecosystems, and measure outcomes with forensic precision. Retail media, social commerce, connected TV, and performance formats now operate at industrial scale.

But [orchestration](#) guarantees presence; not preference.

In environments where algorithms decide what gets surfaced and where [consumers can transact without leaving the moment of inspiration](#), the brands that win are not simply the most efficient. They are the most intentional. Flywheel Commerce Cloud already orchestrates retail signals, media activation, and performance feedback loops at scale. Creative Commerce builds on that foundation; moving beyond optimisation to design the transaction itself. It sits above the always-on engine: the deliberate creation of high-impact commercial moments that blend creativity, culture, and conversion. The result is not just availability at the point of purchase, but distinction.

Commerce must be designed into the Idea Itself

As commerce embeds itself into media and entertainment, [the traditional storefront becomes background infrastructure rather than the main event at times](#). The battleground shifts upstream; into the moments where desire is formed.

1. A shoppable livestream is not just a sales channel; it is theatre.
2. A creator-led product drop is not just influencer marketing; it is community-driven retail.
3. A QR-enabled CTV spot is no longer "upper funnel"; it is a direct gateway to conversion.

The implication is significant. Simply adding a "shop" button to content is not enough. Commerce must be designed into the idea itself, not bolted on afterwards. [Creative Commerce](#) recognizes that the most valuable commercial moments are dynamic, contextual, and culturally alive. They do not interrupt attention; they integrate with it.



Creative Commerce operates through three structural levers that define how brands compete in embedded commerce environments.

1. Resonance: The Transaction Is the Brand

[In frictionless systems, buying becomes invisible.](#)

Creative Commerce restores intention at the point of purchase. Purposeful interactions, from immersive exploration to culturally fluent collaborations, ensure the transaction reinforces brand meaning rather than diluting it. When the moment of exchange communicates value, premium pricing is protected.

2. Authority: Metadata Is the New Media

In practice, this requires commerce infrastructure capable of integrating retail signals, pricing, and availability into activation in real time where our platform Flywheel Commerce Cloud are designed to fulfil. [In algorithmically mediated environments, brand equity must be machine-legible](#). When creativity and data architecture are aligned, access is engineered rather than assumed.

3. Modularity: Systems Over Hero Assets

Demand for [contextual relevance](#) is accelerating while production resources remain finite. Modular systems require industrialised production capability. Omnicom Production enables this velocity, allowing componentised creative assets to be adapted, recombined, and deployed at scale without sacrificing distinction.

WE Create WHAT'S NEXT

Designing For the Moment of Choice

One of the defining shifts of this era is algorithmic mediation. Increasingly, systems; not individuals; determine what is surfaced, ranked, and recommended.

This does not eliminate creativity. It reframes it. The brief now carries two simultaneous requirements. [Brands must be legible to machines](#), ensuring that structured signals secure visibility.

They must also be [compelling to humans](#), ensuring that visibility converts into choice. The brands that succeed will not choose between these imperatives. They will master both.



[Shopping has become entertainment, participation, and cultural expression](#). Live commerce, short-form shoppable video, and creator-driven retail succeed not because they are efficient, but because they are engaging.

They integrate buying into behavior rather than interrupt it. In this environment, the strategic question shifts from "How do we drive traffic?" to "How do we design moments people want to lean into?" This shift is structural. It changes how ideas are conceived, how partnerships are formed, and how success is measured.

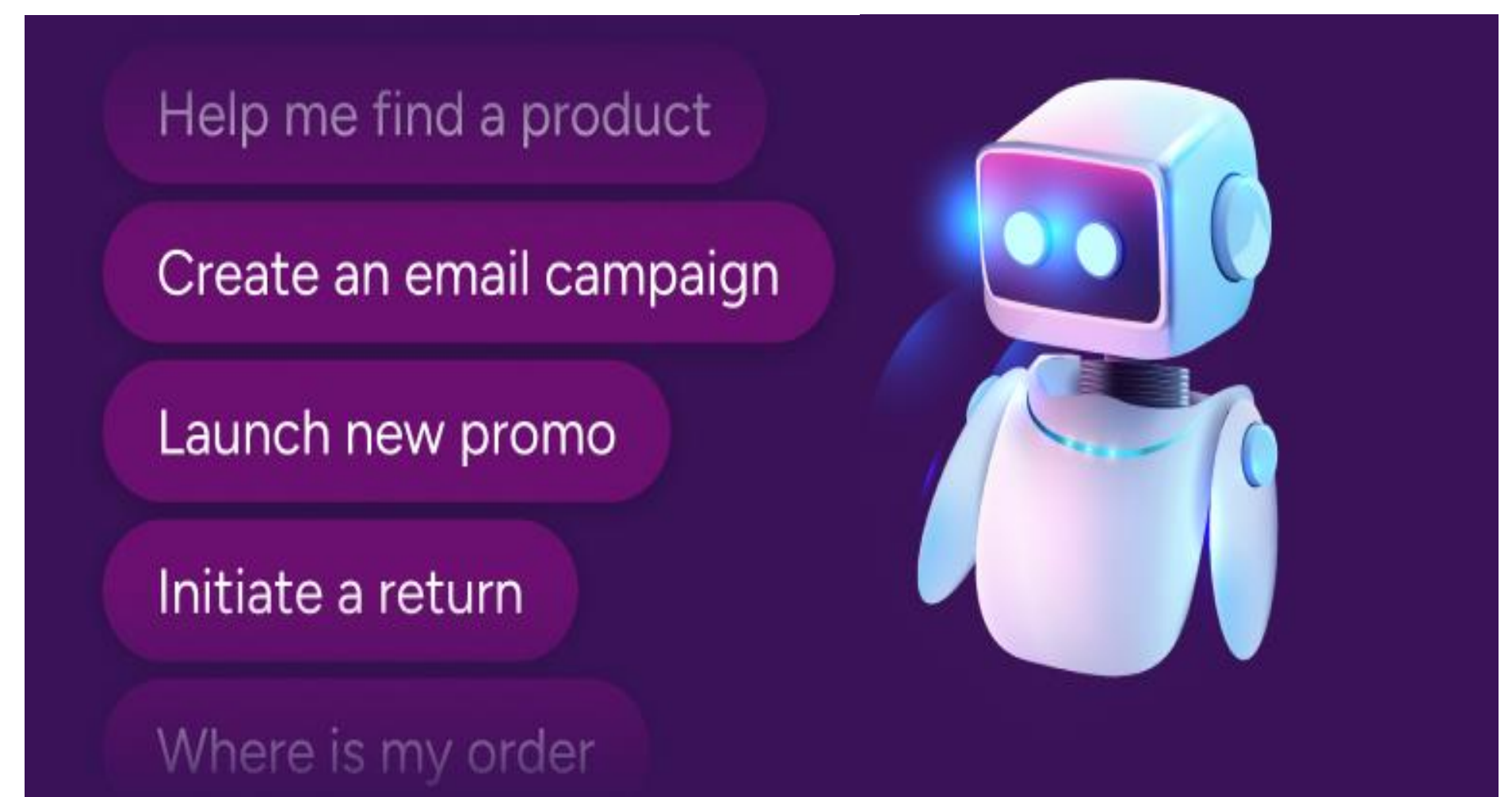
Designing for the Moment of Choice

At its core, Creative Commerce is about designing for the moment of choice. That moment may last seconds; a swipe, a tap, a scan; but it is where value is either created or lost. When it is generic, margin compresses. When it is distinctive, value compounds. Designing for that moment means [building ideas with transaction in mind from the start](#). Formats are chosen for behaviour, not channel labels. Assets are modular and built for speed. Measurement prioritises commercial impact over proxy metrics. When retail intelligence, media investment, and product availability are synchronised through Flywheel Commerce Cloud, the transaction becomes both measurable and meaningful. This does not replace brand building; it makes it commercially accountable in real time. In commerce-led environments, creativity is not separate from conversion; it multiplies it.

What Brands Must Prepare For

[The distance between inspiration and purchase is compressing](#). Agent-mediated shopping, AI-curated recommendations, and native checkout embedded within media environments are reshaping how decisions are made.

Brands should examine the moment of transaction itself. [Where purchase interactions have become purely functional, value is already eroding](#). Ideas must be conceived with the exchange in mind; not retrofitted with shoppable mechanics after the fact.



Creative Commerce is not an always-on layer. It is a precision intervention, deployed when frictionless has reached its limit. Those inflection points are visible:

- Margin pressure despite strong performance
- Substitution by commoditized competitors
- Growth stalling in fully optimized categories
- High cultural engagement without structured commercial design
- Communities forming around product use without integrated transaction moments

Because Creative Commerce operates at the point of exchange, it demands convergence. Media identifies the opportunity. Creative shapes the interaction. Commerce enables it. Data secures visibility. Operations deliver on the promise. Together, commerce infrastructure (Flywheel), identity architecture (Acxiom), and modular production capability (Omnicom Production) form the operating backbone of Creative Commerce.

As this environment evolves, production will increasingly favor modular architectures, and organizational silos will weaken competitive resilience. Efficiency remains foundational. But advantage is created through distinction. In environments where ease is universal, creativity safeguards value; and restores energy to the act of buying.



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