



Content Studio Service Provider (CSSP) Program for Walmart.ca Fresh Process for Online Content

Briefing for Walmart Canada Suppliers- **Private Brand**

Updated November 2020

Table of Contents

- 1: Supplier Checklist & FAQ – [slide 3](#)
- 2: Program Rationale – [slide 14](#)
- 3: Program Description – [slide 19](#)
- 4: Timelines & Next Steps – [slide 23](#)



Supplier Checklist & FAQ



Supplier Checklist

Reminders:

- Please do not send samples to SJC until SJC contacts the supplier to initiate the CSSP process. SJC will reach out approximately 9 weeks before mod release (refer to [slide 24](#) for all timeline details).
- Please refer to the following page for shipping instructions.

Before a sample is sent (5 – 7 weeks before mod), ensure the following steps are completed:

1. Send an email to geoff.piersol@stjoseph.com, and attach all supporting assets required within the email:
 - a) Editable Artwork PDF | File format: PDF
 - b) Nutritional Facts Table | File format: JPG**Please ensure UPCs are included within the file names (e.g. 12345678_ArtworkPDF)*
2. Provide billing information for accounting within this email

Immediately after a sample is sent (3 – 6 weeks before mod), ensure the following step is completed:

1. Send a confirmation email to geoff.piersol@stjoseph.com notifying that the sample has been sent alongside tracking numbers where applicable.

Shipping Instructions

Notes:

- Samples should be in excellent condition for photography purposes.
- Minimum two samples for each SKU are required.
- Frozen or otherwise perishable samples should be identified prominently on the outside of the shipment. We request that perishable items be received at SJC at the start of the week, to ensure optimal freshness of the samples at the time of photography.
- Include packing slip alongside the shipment of products.
- Shipment to be identified as “Walmart Canada – CSSP Program”.

Ship to:

SJC [St. Joseph Communications]

15 Benton Road

North York, Ontario M6M 3G2

Deliveries to: North (Lawrence Ave. W.) side of the building

Frequently Asked Questions:

1. When does this become a mandatory process?
 - a. This will be effective starting February 3, 2020 with products hitting stores April 6, 2020 and beyond. It is recommended that you start with this program now for any items with outstanding content and with for any new items launch prior to April 6th. If you would like to initiate the process now, please reach out to your Walmart Merchant Team, and please note there is a 9 week lead time.
2. What categories fall into this new process?
 - a. All categories that fall under the Fresh SBU and to be transactable online would follow this process. Those departments are D80,81,83,93,94,97,98.
3. Are the suppliers able to decide what to publish, or is this mandatory for the full product line?
 - a. Decisions on assortment and channel is made by the merchant.

Frequently Asked Questions:

4. Would this also be applicable to limited time, seasonal in and out items?
 - a. Yes, items that are sold in-store are expected to be online.
5. Who initiates the process?
 - a. The Merchant and Private Brand teams initiate the process by capturing your items into a master file that is then shared with SJC to kick off the process 9-weeks in advance of the Mod Release date.
6. Is the CSSP program only for net new items? What about existing items that are currently online?
 - a. The CSSP program is for net new items with an in-store date of Feb 3 or later. It will not impact existing items unless they are to be Re-designed

Frequently Asked Questions:

7. How with SJC know what product attributes / content to add and will our marketing dept have input into the content given as it is our branded product?
 - a. SJC will be taking the product attributes and content off the packaging and vendors have the opportunity to initially provide additional information through the intake form.
8. Will we be able to QA the content before it is published online?
 - a. Content is created based on the Content Standard Guide developed by Walmart so there is no requirement for external QA approval.
9. Is the CSSP program only for net new items? What about existing items that are currently online?
 - a. The CSSP program is for net new items with an in-store date of April 6 or later. It will not impact existing items unless they are to be Re-designed.

Frequently Asked Questions:

10. If we make a significant change to our packaging design, is the fee to update the imagery the same as if we launched a completely new item?
 - a. The fee captured in the presentation is inclusive of imagery and content. If only photography is required, it will be captured as a Redesign with fees reflective to that body of work.
11. What if we already have digital pack shots available? Can those be submitted as pack shots, beauty shots etc.
 - a. To ensure consistency and compliance to the content standard guidelines developed for the Fresh Category external images submission is not an option.
12. Will you be taking pictures of the product inside the box?
 - a. That would depend on the category. Please see the Content Standard Guide.

Frequently Asked Questions:

13. If seasonal items are executed this year and are planned to re-launch March-August 2020, will past images be used or are they being treated as new?
 - a. If the item number has not changed and full content was historically created the item would just be reactivated so would not need to flow through this process.
14. Are these fees a monthly or one-time fee?
 - a. Fees are a one-time charge per item plus the \$25 Vendor Invoicing Admin Fee for new product launch grouping.
15. Are you able to handle frozen products packed in dry ice?
 - a. Yes. Please ensure when the package is sent that it is marked as "Refrigeration Needed/Perishable"

Frequently Asked Questions:

16. What is the difference between CSSP and GS1?

- a. The CSSP process is to standardize online content across all Fresh. The GS1 process is to capture the nutritional product data (ie. ingredients, allergens and nutritional certifications) which is used for online categorization of attributes (ie. No Sugar added, Kosher etc). There is still a requirement to certify and publish GS1/ECCNET data for ingredient, allergen & nutritional certification for online content.

17. Are Private Brand vendors responsible for sending final artwork to SJC?

- a. No, private brand artwork will transfer to SJC by Walmart.

18. Can we send package flats or mock ups instead of samples?

- a. Flat packaging or mock ups can only be sent if product does not require lifestyle imagery and if packaging is not transparent. Confirmation must be received from SJC that packaging only is acceptable at the time of quote approval (eg. Frozen Boxed Chicken Nuggets).

Frequently Asked Questions:

20. What if our full production sample is not available until we produce for 1st shipment a few days prior to mod release date?
- a. It is important we get samples by the indicated deliverable date. If there a concern on this timing, please reach out to your Walmart merchant team.
21. How do you manage samples that have high perishability?
- a. When SJC initiates contact for product and quote verification, this is the time to highlight which items have high perishability so a time frame can be provided for sample submission.
22. I have more questions, will there be another training session?
- a. At this stage, there are no further sessions scheduled however any questions can be sent direct to your Walmart Merchant Team.

Frequently Asked Questions:

23. It is now past the mod week for my item. When will I be able to see my item online?

- There are various factors impacting online availability. Please complete the following steps:
 - a. When you are searching for your items on the website, check which store catchment you are searching in.
 - b. Make sure you are looking up the items in the correct store with inventory as all items are not always traited to all stores.
 - c. Try searching for the item by item number/UPC/SKU ID/item description in the search bar on the website.
 - d. After you follow all the steps and you do not find the item on the site, you can reach out to the Ecomm CTA Alex La Delfa (Alex.LaDelfa@walmart.com) for further assistance.



Program Rationale



Our Common Goal



Enhance the
Shopper Experience



Boost Traffic



Increase Conversions



Our Common Goal

- ✓ Quality Content & Images following or Content Standard Guidelines
- ✓ Ensure 100% Content Quality Scores
- ✓ Products will be visible to customers when the In-Store MOD Releases.
- ✓ Process efficiencies (elimination of flyer sample submissions)



CSSP Program Overview

- The CSSP Program is a critical part of a broader Fresh Online Grocery strategy and aims to increase sales on Walmart.ca and in-store by enhancing and standardizing all of the content (imagery, copy, etc.) in line with latest trends and customer expectations.
- This is a mandatory program for Walmart Canada Suppliers of all Fresh Online Transactable products.

Introducing SJC

SJC

- St Joseph Communications (SJC) is an industry leading Toronto based content services provider (www.stjoseph.com/about/)
- SJC currently manages all the creative and photography content for our flyer, digest and signage programs. As a primary content partner for Walmart, SJC will have resources in the Content Division in Toronto to support this program.
- SJC will be creating the initial e-commerce content ensuring adherence to the Walmart.ca content standard style guides.



Program Description



CSSP Program Description

- ALL suppliers will be invoiced for the content fees.
- Billing transactions will be processed through St Joseph Communications (SJC), our content service provider.
- Initial Content Generation costs involve:
 - ✓ Receiving, storing and tracking samples
 - ✓ Product photography (to content standards, varies by category)
 - ✓ Post image production
 - ✓ English and French Copy content
 - ✓ Walmart Vendor Portal Smart-sheet completion with all required product attributes.
 - ✓ Proofreading
 - ✓ Images and Smart-sheet upload to Walmart Portal

CSSP Program Description



























- Content fees vary based on product category and whether the product requires lifestyle photography or not.

Product Category	Cost/Item (CDN)
Specialty Meats, Cheeses, Deli Salad Dips Spreads (incl. Lifestyle Photography)	\$ 355
Meat & Seafood, Raw Sausage, Bakery, Prepared Meals & Sides, Bakery (incl. Lifestyle Photography)	\$ 350
Occasion Cakes & Pies	\$ 345
Basic Pantry, Packaged Cheese, Frozen Meat, Frozen Seafood	\$ 285
Fruits, Vegetables	\$ 275

+\$25 Vendor Admin Fee for Invoicing at each Mod

- After initial content has been created, any changes to the item content text (i.e. Feature call out, description etc.) can be adjusted by the vendor through the Content Portal (if access is required, email: onlinecontentsupport@walmart.com).
- For item packaging changes, you will need to go through the SJC Process, under “Image Replacement” where SJC will bill for shooting the images, excluding content generation. If this is the case, please ensure your Walmart team is notified so they can initiate CSSP Program. 9 Week lead time would still apply.

Imagery Variation Examples

Product Category	Primary Image	Secondary image	Third Image	NFT
Meat & Seafood				
Fruits & Vegetables		none	none	none
Bakery				
Occasion Cakes & Pies				
Specialty meats & cheese				
Prepared meals & sides				
Basic Pantry, Frozen Meat & Seafood, Commercial Bread				
Packaged Bakery				

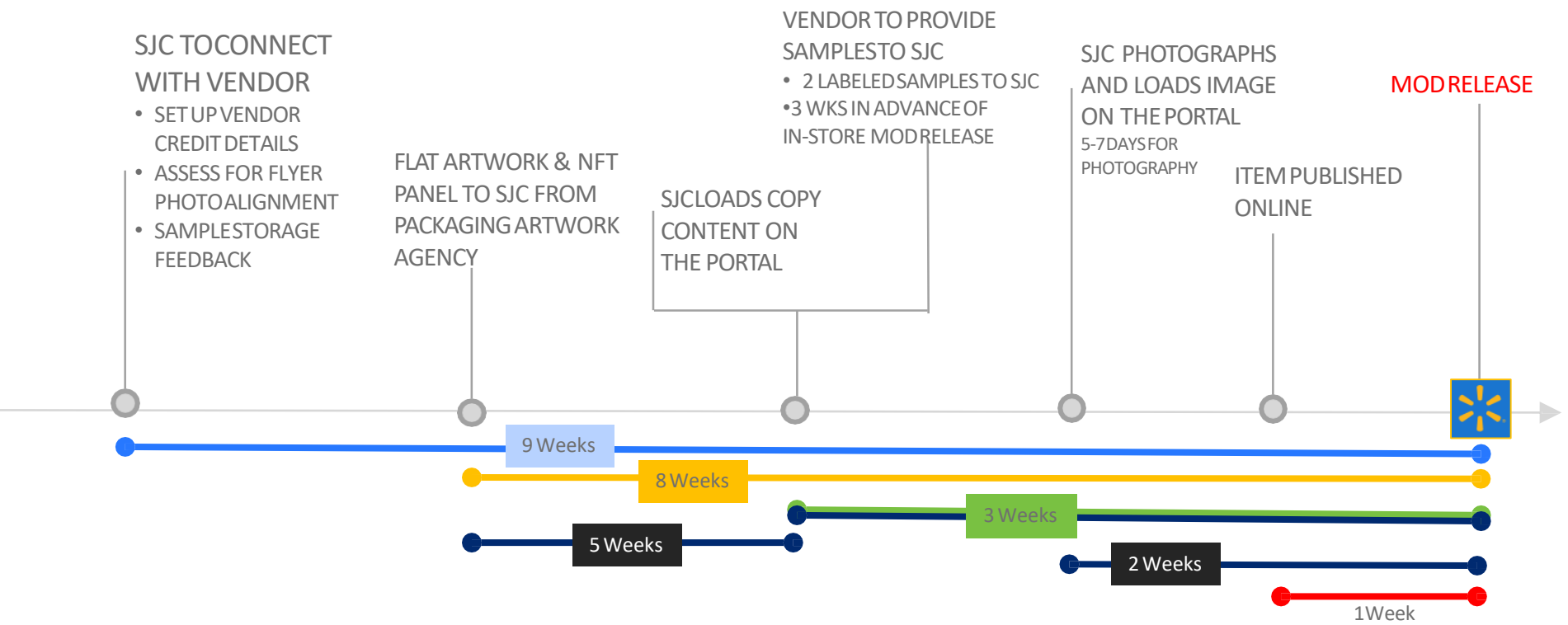


Timelines & Next Steps



Fresh Private Brands High Level Flow

- Merchant/ PB Deliverable
- Vendor Deliverable
- Packaging Agency Deliverable
- SJC Deliverable



Ecommerce Samples

- Program starts Monday February 3, 2020
- This will be effective starting February 3, 2020 with products hitting stores April 6, 2020 and beyond. It is recommended that you start with this program now for any items with outstanding content and with for any new items launch prior to April 6th. If you would like to initiate the process now, please reach out to your Walmart Merchant Team, and please note there is a 9 week lead time.
- Samples should be sent to the following address:
SJC St. Joseph Communications
15 Benton Road
North York, Ontario M6M 3G2
Reference: Content Studio Service Provider (CSSP) Program

Billing Process

- SJC will invoice all suppliers directly.
- Invoices will be sent electronically by e-mail to the supplier contact originally contacted by SJC unless otherwise specified.
- Regular invoices must be paid in CAD within 30 calendar days from the date of the invoice.
- Each invoice will outline number of product samples, corresponding fees and supporting UPC records.

Private Brands - CSSP Program Success

Vendor Acknowledgement of Program & Quote from SJC (9 Weeks from In-Store)

- SJC will be in contact 9 weeks from MOD release to confirm product list, sample timing, and details regarding invoicing and payment.
- For refrigerated or frozen items, let SJC know when they reach out for item confirmation to ensure appropriate arrangements can be made for sample storage.

Send Samples on Time (3 Weeks from In-Store)

- Sending two full production samples (fresh, temperature controlled, labeled, and photography ready) on time will ensure we sell more of your product on-line and in- store
- Late and missing samples will impact vendor standing in the program
- Send Two Samples with Sample Tag Details Completed

On Time Invoice Payment of CSSP Program

- Late payments will be subject to late fees/ prepayment terms, and will impact vendor standing in the program

SJC Contacts

Issue Escalation, Vendor Relations

Marg Davidson, Account Manager, Walmart marg.davidson@stjoseph.com

Lara Vago, Director, Key Account, Walmart lara.vago@stjoseph.com

Sample Coordination

Marg Davidson, Account Manager, Walmart

marg.davidson@stjoseph.com

Billing and Payments

Belle Garraway, Coordinator, Finance and Administration Billing, Walmart

belle.garraway@stjoseph.com

Sample Tag to Arrive with Samples

[illegible]