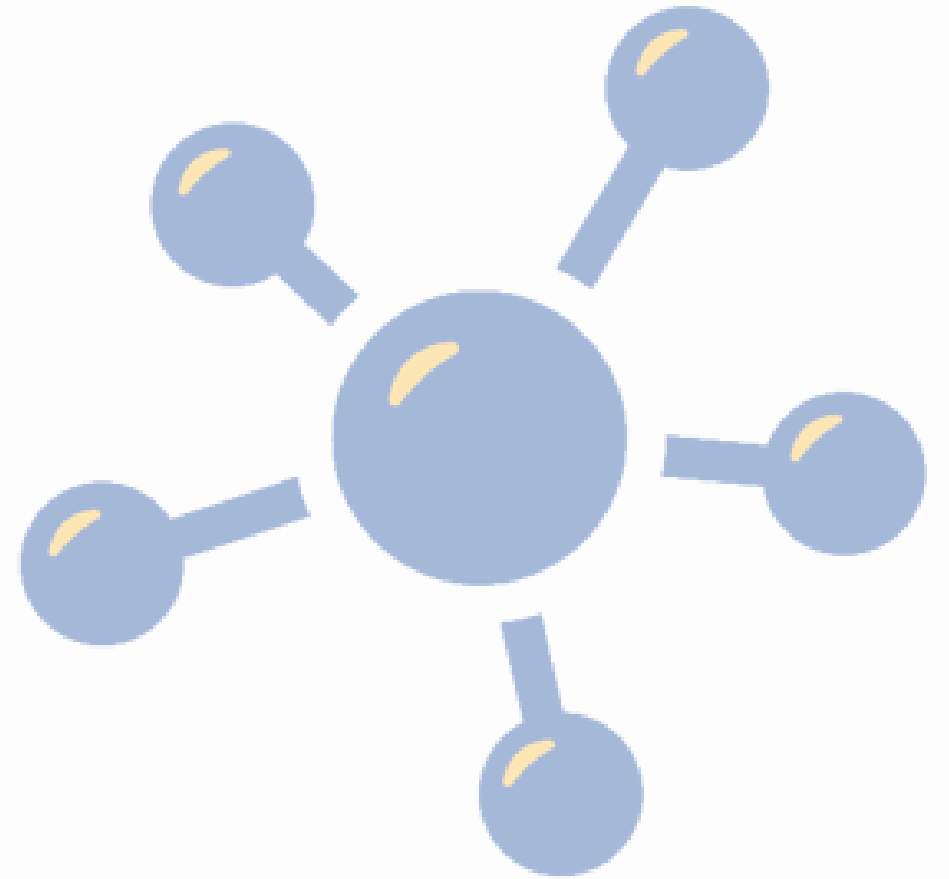


# CONTENT STUDIO SERVICE PROVIDER (CSSP) PROGRAM FOR WALMART.CA

**Walmart Brands**  
**Grocery, Consumables, Health & Wellness**  
**Process for Online Content**

**The purpose of today's meeting is to:**

- **Review the Content Studio Service Provider Program for Grocery, Consumables and Health & Wellness (CPG)**
- **Outline the Expectations for Walmart Brands Suppliers**



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**Our Common Goal**

1



**Enhance the Shopper  
Experience**

2



**Boost Traffic**

3



**Increase Conversions**

## GOALS OF THE CSSP PROGRAM

- Quality Content & Images following our Walmart Canada Content Standard Guides
- Ensure 100% Content Quality Scores
- Products will be visible to customers when the Mod is released in stores
- Gain process efficiencies (streamlining the current processes)

# CSSP PROGRAM OVERVIEW

## WHAT IS THE CSSP?

- The Content Studio Service Provider (CSSP) program is an initiative in which a Content Studio or Agency (Geekspeak Commerce) completes online product content for all **Walmart Brands** Consumer-Packaged Goods items.
- Product content includes both copy and images.



## CSSP PROGRAM OVERVIEW

- The CSSP Program is a critical part of a broader Online strategy and aims to increase sales on Walmart.ca and in-store by enhancing and standardizing all the content (imagery, copy, etc.) in line with latest trends and customer expectations.
- This is a **mandatory** program for Walmart Canada Suppliers of all Online Transactable Consumer Package Goods (CPG) products for Walmart Brands at a cost to the Supplier.
- This program commenced in November 2021.

# INTRODUCING GEEKSPEAK COMMERCE



- GeekSpeak Commerce is an industry leading Whitby-based content services provider (<https://geekspeakcommerce.com/>).
- GeekSpeak has provided content and French language translations for vendors on Walmart.ca. As a Walmart Canada content partner, GeekSpeak will have a dedicated resource to support this program.
- GeekSpeak will be creating the initial e-commerce content ensuring adherence to the Walmart.ca content standard guides at a cost to the vendor.

# CSSP CPG PROGRAM CONTACTS

## Issue Escalation, Vendor Relations

Melanie McCabe, Client Success Manager, [melanie@geekspeakcommerce.com](mailto:melanie@geekspeakcommerce.com)

Tricia Williams, Client Success Leader, [Tricia@geekspeakcommerce.com](mailto:Tricia@geekspeakcommerce.com)

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## Sample Coordination

Melanie McCabe, [melanie@geekspeakcommerce.com](mailto:melanie@geekspeakcommerce.com)

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## Walmart CPG CSSP Email

[CSSP\\_CPG@walmart.com](mailto:CSSP_CPG@walmart.com) - (cssp underscore cpg at walmart dot com)

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## WHAT'S CHANGING

- The CPG CSSP will replace the current Walmart Brand Content enrichment process in which suppliers were required to send samples to SJC for photography for online content.
- Under this New Program, you will no longer send samples for photography to SJC.
- Instead, you will send your samples to Geekspeak Commerce for FULL content to be completed (copy, images, Smartsheet and content upload to Walmart.ca).
- Suppliers whose item artwork was released SJC prior to November 15<sup>th</sup>, 2021, will continue with the old process.
- After November 15<sup>th</sup>, all artwork released after this date will go through this new CSSP process.

# Program Description

## CSSP PROGRAM DESCRIPTION

- ALL suppliers will be invoiced for the content creation and service fees.
- Billing transactions will be processed through Geekspeak, our content service provider and not Walmart Canada.
- 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 Vendor Portal

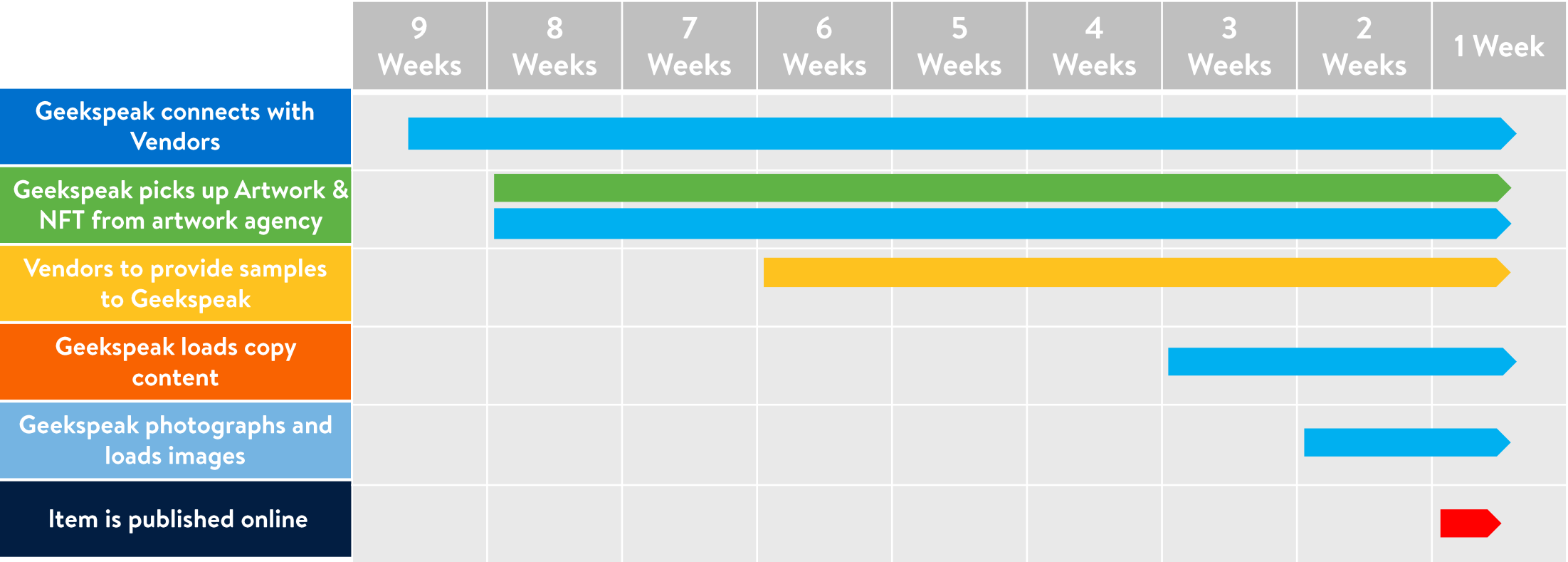
## CSSP PROGRAM DESCRIPTION

- The Process will kick-off when Geekspeak initiates contact with the Supplier based on the upcoming mod list that will be provided to Geekspeak by the Walmart Brands Team.
- Suppliers should not send samples to Geekspeak unless they receive this initial communication. This is to ensure that the program runs smoothly.
- Content fees may vary based on product category requirements such as whether the product requires lifestyle photography or not.
- The program will run on a 9 Week timeline prior to in-store mod release. This is to ensure all content is completed in a timely manner.

# Timelines & Next Steps



# 9 WEEK | TIMELINE OF CSSP CPG PROCESS



● Packaging Agency    ● Vendor    ● Agency    ● Vendor Portal

## INITIAL COMMUNICATION – WELCOME LETTER (9 WEEKS OUT)

- Geekspeak will initiate contact via email 9 weeks before mod release in store
- In this initial communication, Suppliers will receive a “Getting Started Form” with billing details, sample collection information and cost estimates.
- Suppliers will be provided with two (2) cost estimates to choose from. One estimate with the minimum content requirements prescribed by the Content Standard Guide and another enhanced estimate for those Suppliers who choose to add more content services.
- Suppliers will choose one cost estimate based on their preference.

# INITIAL COMMUNICATION – WELCOME LETTER (9 WEEKS OUT)



*Congratulations on being selected for the Walmart Brands program!*

geekspeak Commerce has been approved by Walmart Canada as a third-party content studio to produce online content on your behalf for the product(s) listed below under the Content Studio Service Provider (CSSP) Program.

Next steps:

1. Acknowledge receipt of this email immediately
2. Provide accounts payable information in form below (yellow fields)

Accounts Payable Information:	
<i>Invoices may be paid via cheque, payable to geekspeak Commerce or via credit card</i>	
Company name	
Accounts Payable Contact Name	
Accounts Payable email address	
Business address	
Please indicate the estimate # you would like to proceed with	

3. Provide product specification specifications for each of your products (yellow fields)

UPC	Brand Name	Item Description	Product Features/ Benefits
			<i>Please provide any product details/specifications that you would like included in the marketing content</i>

3.1 COMPLETED FORM DUE BY: xxxx 2021

4. You have 2 content options:
  - 4.1. Essentials:
  - 4.2. Enhanced:
5. Product Samples
  - 5.1. DUE NO LATER THAN: ~~xxxx~~, 2021
  - 5.2. A minimum of two samples for each SKU is required
  - 5.3. Include a packing slip

## ECOMMERCE SAMPLES

- The sample collection process will commence when Geekspeak initiates contact with Suppliers with upcoming mod launches in-store.
- Once photography of the samples is complete, Suppliers will have the option for samples to be returned to them or will be donated to a local charity.
- Samples should be sent to the following address:

geekspeak Commerce  
129 Brock Street NORTH  
Whitby, Ontario, L1N 4H3  
Attn: WMCA CSSP Program

## BILLING PROCESS

- Geekspeak will invoice all suppliers directly.
- Invoices will be sent electronically by e-mail to the supplier contact originally contacted by Geekspeak 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.

# WALMART BRANDS CSSP PROGRAM SUCCESS

## Vendor Acknowledgment of Program

- Geekspeak will be in contact 9 weeks from MOD release in store to confirm product list, sample timing, and details regarding invoicing and payment.

## Send Samples On-Time

- Sending two full production samples (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

## 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



## PRICING

Product Category	Cost per Item (in CAD\$)
<b>Grocery</b>	\$180 - \$250
<b>Consumables</b>	\$140 - \$350
<b>Health and Wellness</b>	\$170 - \$200

\*These are estimated fees. Fees will vary based on photography needs per category as outlined in the Walmart Canada Content Standard Guides

# Supplier Checklist & FAQ



# SUPPLIER CHECKLIST

## Reminders:

- Please do not send samples to Geekspeak **until** Geekspeak contacts the supplier to initiate the CSSP process. Geekspeak will reach out approximately 9 weeks before MOD release (refer to slide 17 for all timeline details).
- Please refer to the following page for shipping instructions.

## Before a sample is sent (6 weeks before mod), ensure the following steps are completed:

1. Send an email to [WAL-CSSP@geekspeakcommerce.com](mailto:WAL-CSSP@geekspeakcommerce.com), and attach all supporting assets required within the email **if required**:
  - 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 (6 weeks before MOD), ensure the following step is completed:

1. Send a confirmation email to [WAL-CSSP@geekspeakcommerce.com](mailto:WAL-CSSP@geekspeakcommerce.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 Geekspeak 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 “WMCA CSSP Program”.

## Ship to:

geekspeak Commerce

129 Brock Street NORTH

Whitby, Ontario, L1N 4H3

**Attn:** WMCA CSSP Program

## **FREQUENTLY ASKED QUESTIONS:**

### **1. When did this become a mandatory process?**

- a. This program commenced in November 2021 with products hitting stores beyond this point.

### **2. What categories fall into this new process?**

- a. All Walmart Brand items that fall under the Grocery, Consumables and Health & Wellness categories that are transactable online will follow this process. Those departments are D1, 2, 4, 8, 13, 28, 40, 46, 82, 90, 91, 92, 95.

### **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 and Private Brand Team.

## 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 process is initiated when Geekspeak contacts the Supplier based on the mod schedule 9 weeks in advance of these items being released in store. The Mod list will be provided to Geekspeak by the Walmart Brand Team in advance.
- b. For items with no specific mod date, those will be provided to Geekspeak as well and will follow the same process in which Geekspeak initiates contact. Please do not send samples **unless** you are contacted by Geekspeak.

### 6. Is the CSSP CPG program only for net new items? What about existing items that are currently online?

- a. The CSSP CPG program is for net new items. It will not impact existing items unless they are to be Re-designed.

## FREQUENTLY ASKED QUESTIONS:

- 7. How will Geekspeak know what product attributes/content to add and will our marketing dept have input into the content given?**
  - a. Geekspeak will be taking the product attributes and content off the packaging. Vendors will have the opportunity to initially provide additional information through the intake form in the welcome letter you will receive when Geekspeak makes the initial contact.
  
- 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 Canada. If you desire to QA the content beforehand, please work with the agency directly.

## FREQUENTLY ASKED QUESTIONS:

- 9. 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. If only photography is required, it will be captured as a Redesign with fees reflective to that body of work.
- 10. 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 Guides, external image submissions are not an option.
- 11. Will you be taking pictures of the product inside the box?**
  - a. That would depend on the category. Please see the appropriate Content Standard Guide.

## **FREQUENTLY ASKED QUESTIONS:**

**12. If seasonal items are executed this year and are planned to re-launch in 2023, 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.

**13. Are these fees a monthly or one-time fee?**

- a. Fees are a one-time charge.

**14. How will I know when my item is live on Walmart.ca?**

- a. You will receive an email that will notify you when your item is live on the site. In the body of the email, you will be able to access the product page (URL) which will take you directly to the Product Information Page on Walmart.ca.

## **FREQUENTLY ASKED QUESTIONS:**

### **15. What is the difference between CSSP and GS1?**

- a. The CSSP program is used to standardize online content for the CPG Walmart Brands Businesses. The GS1 process is used 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.

### **16. Are Walmart Brand vendors responsible for sending final artwork to Geekspeak?**

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

### **17. Can we send package flats or mock-ups instead of samples?**

- a. Samples are preferred. However, if they are not available, please contact Geekspeak to make alternate arrangements.



## **FREQUENTLY ASKED QUESTIONS:**

**18. 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 is a concern on this timing, please reach out to the Walmart Brands Team.

**19. How do you manage samples that have high perishability?**

- a. When Geekspeak 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.

**20. 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 directly to the Walmart Digital Content Team at this email address - ([CSSP\\_CPG@walmart.com](mailto:CSSP_CPG@walmart.com)).

## FREQUENTLY ASKED QUESTIONS:

### **21. 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 traisted to all stores.
  - c. Try searching for the item by WIN/UPC/SKU ID/item description in the search bar on the website.
- When your item is complete and is in approval status in the Vendor Portal, you will receive an email indicating that your item is live on the site with a URL (or link) to the completed product content on Walmart.ca.

**THANK YOU**