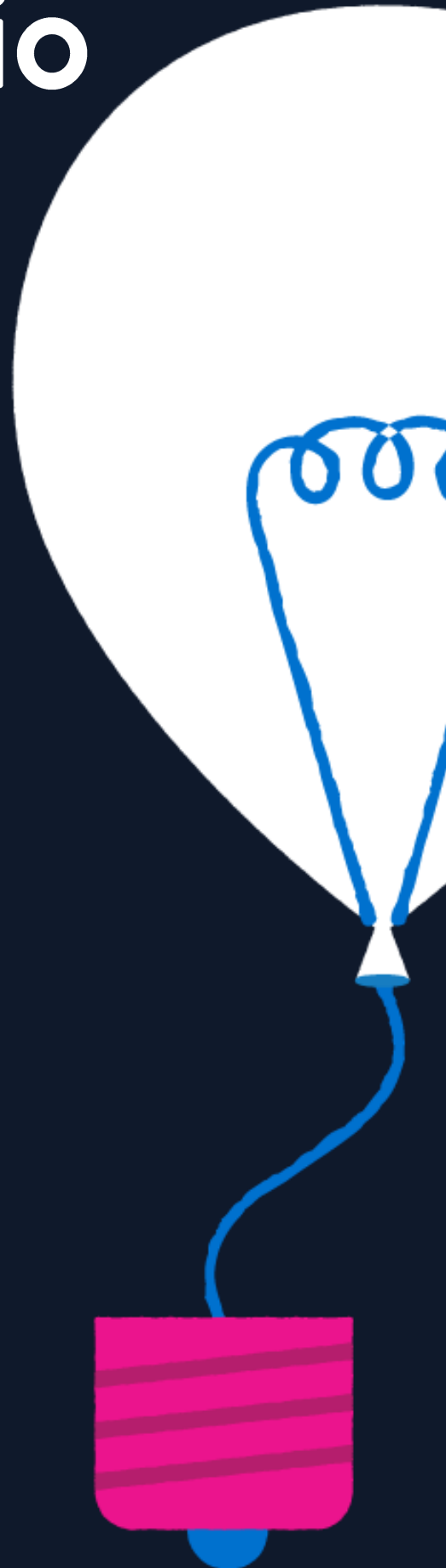# Content Studio Service Provider Program

The Content Studio Service Provider Program (CSSP) for Walmart.ca for Online Content: Walmart Brands Grocery, Consumables and Health & Wellness

Created by Walmart Canada eCommerce Merchandising Operations

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CONTENT STUDIO SERVICE PROVIDER PROGRAM (CSSP)

WHAT IS IT?

The purpose of the CSSP initiative is to standardize the online content creation process for Walmart Brands in order to provide a consistent and optimal experience to our customers on Walmart.ca.

SCOPE

The program applies to Grocery, Consumables, and Health & Wellness Walmart Brands products.

An approved third-party content studio will provide the following services for content creation per the current Content Standard Guides:

- Sample management
- Product photography
- Image post-production
- English and French copy
- Walmart Canada Vendor Portal Smartsheet completion with all required product attributes
- Proofreading
- Images and Smartsheet upload to Walmart Canada Vendor Portal / Ecommerce Content Centre

COST

The CSSP program offers suppliers preferred rates for end-to-end online product content through a Walmart Canada approved third-party content studio. All fees associated with the program are payable directly to the content studio.

PROGRAM DETAILS

Under the CSSP, a Walmart Canada approved third-party content studio, Geekspeak Commerce, will complete online product content on behalf of Walmart Suppliers. The program will run on a 9-week timeline before in-store release.

Walmart Suppliers will need to provide samples to Geekspeak in a timely manner. The process begins when the content studio initiates contact with the Walmart Supplier.

PLEASE SEND SAMPLES TO:

Geekspeak Commerce
129 Brock Street NORTH
Whitby, ON
L1N 4H3
Attn: WMCA CSSP Program