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Walmart.ca Content Guide – Movies & TV Shows

This Content Guide is written to inform and aid our partners with the standards and practices for preparing quality, ready-to-publish product content. Please adhere to all aspects of this Style Guide and remember that you are responsible for complying with all terms and conditions you agreed to when originally registering on the Walmart Canada Vendor Information Portal.
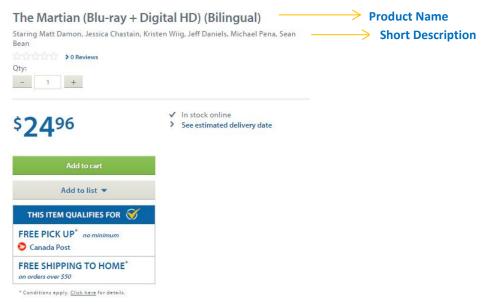
OVERVIEW:
1. Anatomy: Product Information Page (PIP)
2. Overview
3. SEO
4. Copy Guidelines
5. Imagery Specifications

1. Anatomy: Product Information Page (PIP)

Image

The Martian (Blu-ray + Digital HD) (Bilingual) → **Product Name**

Staring Matt Damon, Jessica Chastain, Kristen Wiig, Jeff Daniels, Michael Pena, Sean Bean → **Short Description**

☆☆☆☆☆ ❯ 0 Reviews

Qty:

– 1 +

$24⁹⁶

✔ In stock online
❯ See estimated delivery date

Add to cart

Add to list ▼

THIS ITEM QUALIFIES FOR ✅

FREE PICK UP* *no minimum*
🔴 Canada Post

FREE SHIPPING TO HOME*
on orders over $50

* Conditions apply. Click here for details.

Product Description ←

Description & Features

"Matt Damon in his best performance ever" leads a stellar cast in this breathtaking sci-fi adventure from legendary director Ridley Scott ("Alien", "Prometheus") based on the #1 New York Times best-selling novel. During a manned mission to Mars, American astronaut Mark Watney (Damon) is presumed dead and left behind by his crew. But Watney is still alive, and he must now find a way to contact Earth - and survive on a barren planet with meager supplies - in the hope that an international team of scientists can devise a near-impossible rescue plan to bring him home.

2. OVERVIEW

The product page is the equivalent of your product packaging, and the most important part of the conversion funnel. Product content is extremely important in helping our customers make confident, informed purchase decisions, as well as driving the searchability of products.

1. **Brand Voice**
   The Walmart Brand Voice is defined as clear, relevant, informative, straightforward and positive. We strive to deliver a friendly, straightforward tone and a voice that doesn't insult or mislead our online customers. As a partner, you should always write in a way that is honest, understandable and informative - but don't forget to remain true to your brand. In general, you should: Use an active voice.

2. **Say more with fewer words.**

3. **Focus on product featured**
   Ensure that the Product Description focuses on the product featured, not an entire brand, and highlights key differentiating characteristics of that product.

3. SEO

SEO, or Search Engine Optimization, is an important part of product content. It helps your products rank higher on external search engines, like Google, Yahoo! and Bing.

How to Optimize Your Product Descriptions:

1. Provide unique, relevant content that is truly useful to the user.

2. Repeat the product name in the product description.

3. Do not provide the same copy to multiple online retailers – it needs to be unique to Walmart.

4. Always build detailed descriptions, as if you are speaking to someone who is completely unfamiliar with this commodity.

5. Don't use industry terminology; use simple language, which customers are more likely to search the web for.

6. Do not add filler, fluffy or spammy content.

4. Copy Guidelines

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results.

* YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.

PRODUCT NAME *Character limit: 50-70*	SHORT DESCRIPTION *Character limit: 25-300*	PRODUCT DESCRIPTION *Min Characters: 150* *Format: 1-2 sentences*
Title of the product to be displayed on the product details page. **Title + Format Type(s) + Language**	**Short Description of product to be displayed on the product details page.** **Starring + List of Actor Name(s)**	**Overview of the key selling points of the item, marketing content, and highlights in paragraph form. For SEO purposes, repeat the product name and relevant keywords here.**
Examples: *The Martian (4K Ultra HD + Blu-ray + Digital HD) (Bilingual)* *True Detective: The Complete Second Season (Blu-ray + Digital HD) (Bilingual)*	*Example:* *Starring Matt Damon, Jessica Chastain, Kristen Wiig, Jeff Daniels, Michael Pena, Sean Bean*	*Example:* *"Matt Damon in his best performance ever" leads a stellar cast in this breathtaking sci-fi adventure from legendary director Ridley Scott ("Alien", "Prometheus") based on the #1 New York Times best-selling novel. During a manned mission to Mars, American astronaut Mark Watney (Damon) is presumed dead and left behind by his crew. But Watney is still alive, and he must now find a way to contact Earth - and survive on a barren planet with meager supplies - in the hope that an international team of scientists can devise a near-impossible rescue plan to bring him home.*

5. Imagery Specifications

Mandatory Images:

- **(1) Primary Image** should always be a direct front view of product

Image Requirements:

- Background: seamless white background **(255/255/255 RGB)**
- Pixels: **Min. 750x750; Max. 2000x2000; 300 dpi**

PRIMARY Examples: