

## CONTENT STANDARD GUIDE



## HALLOWEEN JULY 2021

*This Walmart.ca Content Resource Guide is written to inform and aid our grocery partners  
with the standards and practices for quality, ready-to-publish site content.  
Please ensure these guidelines are adhered to as any of the information could be graded on the vendor scorecard.*

**FOR SUPPLIERS & VENDORS USE**

## Walmart.ca Content Guide – Costumes & Accessories

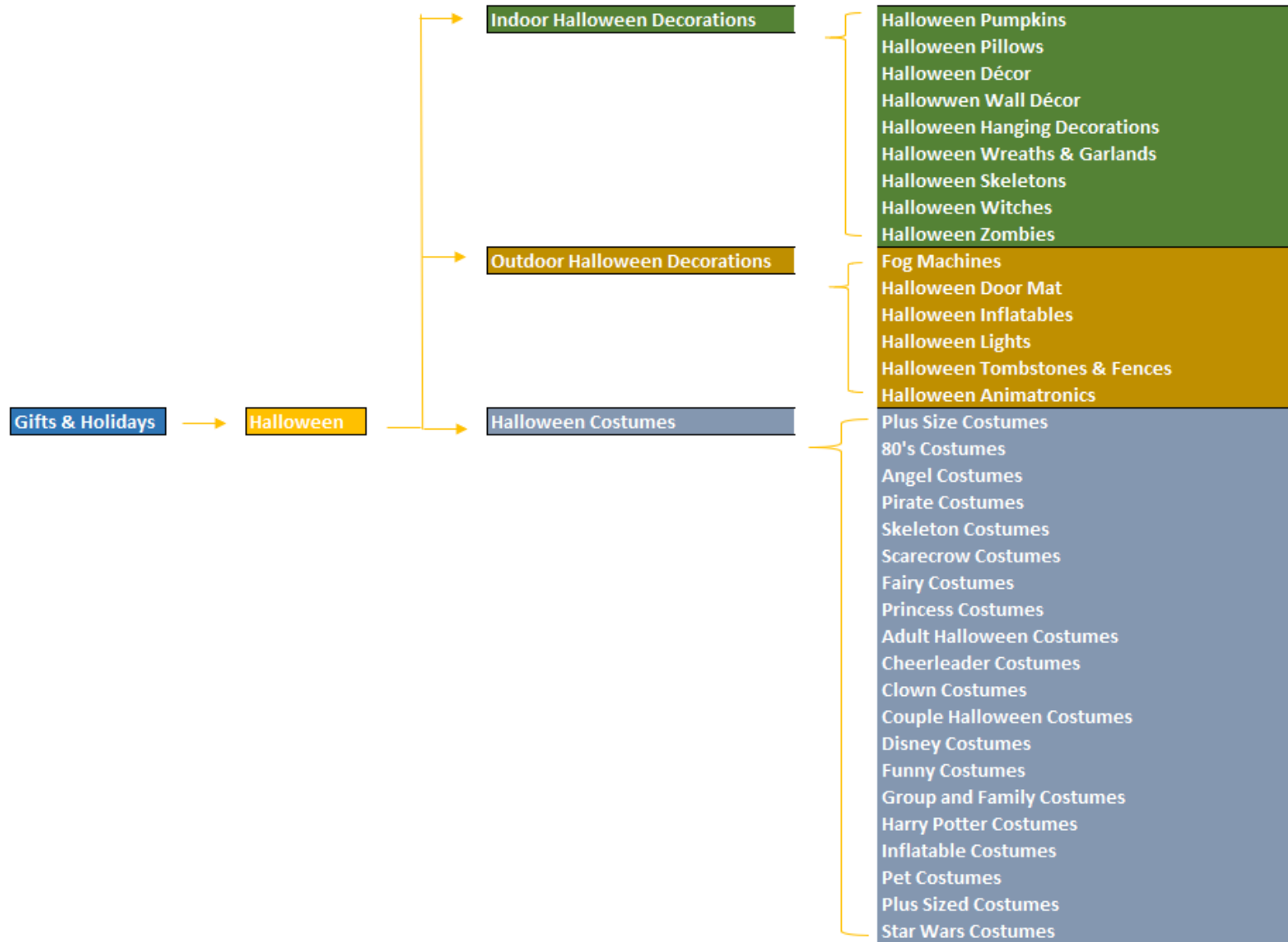
This Content Guide is written to inform and aid our partners with the standards and practices for preparing quality, ready-to-publish product content. Please adhere to all aspects of this Content Standard Guide and remember that you are responsible for complying with all terms and conditions you agreed to when originally registering on the Walmart Canada Vendor Information Portal. All content must be completely bilingual (English and French), including all upper case/lower case conventions, unit of measure and punctuation conventions. All product images and content must always be updated to reflect any product and product information changes.

### OVERVIEW:

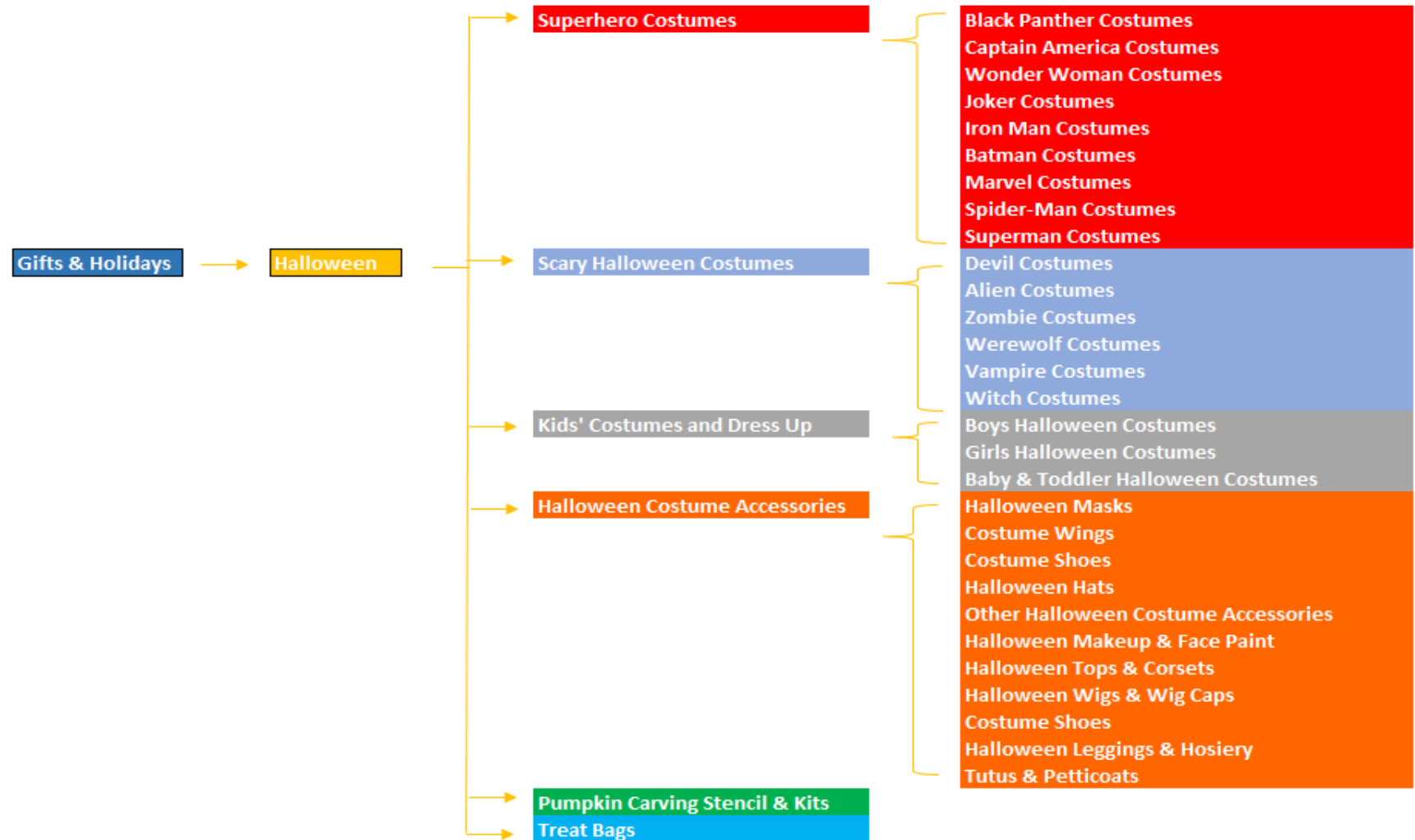
1. [Product Taxonomy](#)
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## 1.1 Product Taxonomy – Overview





## 1.2 Product Taxonomy – Overview (continued)



## 2. Anatomy: Product Information Page (PIP)

[<Back to search results](#)

**Image** ←




### Child LEGO Batman Costume

Size S-L  
★★★★☆ > 5 Reviews

Size:  
Large Medium Small

Qty:  
- 1 +

**\$49<sup>98</sup>** [Return Policy](#)

 [Add to cart](#)

**Product Name**

**Short Description**

**Customer Reviews**  
generated by Bazaarvoice

**Available Sizes**

**Product Description** ←

**Description & Features**

The long-sleeve tunic features detailed batman print plus dimensional utility belt on the front, and continued print coverage on the back. The detachable, heavy weight satin cape makes this super hero costume complete! The character half mask includes a foam insert for comfort with an eye-plate designed to help kids breathe and see more easily! Kids can put on the included minifigure hands to complete the look! The LEGO hands are designed to allow kids to access the use of their hands through special openings! Made in China and officially licensed.

**Features & Specifications**

**Lego Batman Movie Boys Lego Batman Costume includes:**

- Tunic
- Mask
- Cape
- Gloves

**Materials:**

- Cape, gloves, and tunic: 100% polyester
- Mask: plastic

**Care instructions:**

- Hand wash cold, line dry

### 3.1 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.

#### 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:

1. **Use an active voice**
2. **Say more with fewer words**
3. **Focus on the product featured, highlighting key differentiating characteristics**

### 3.2 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.

## 4.1 Imagery Specifications – Costumes

## Mandatory Images:

- **(1) Primary Image** should always be on figure imagery with direct view of product
- **(1-2) Alternative Views** should include a back view, detailed views, Size Chart and/or additional angles

## On-Figure Imagery:

- On-figure imagery is mandatory
- Back view (alternate view) on all on-figure shots is recommended
- Models are healthy, multiracial, and friendly; poses are approachable. Arms and legs should not extend out too far left or right; arms naturally hang down; hands in pockets when appropriate; skin is smooth; no blemishes, moles or tattoos on skin.
- Use plus-size models for plus-size clothes.  
Model should not wear additional accessories or jewelry unless that is the product on display

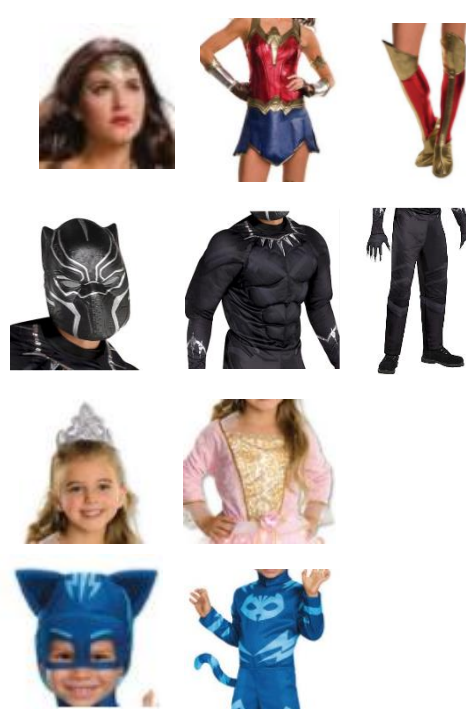
## Image Requirements:

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

## Primary Image Example:



## Alternative Image Examples:



Women's Sizes/Tailles Femme						
Size Taille	S (4-6) P (4-6)	M (8-10) M (8-10)	L (12-14) G (12-14)	XL (14-16) TG (14-16)	1X (18-20W) 1X (18-20W)	2X (22-24W) 2X (22-24W)
Chest Tour de poitrine	35 1/2 in. 90.2 cm	37 1/2 in. 95.3 cm	40 in. 102.9 cm	44 1/2 in. 113 cm	48 1/2 in. 123.2 cm	52 1/2 in. 133.4 cm
Waist Tour de taille	30 1/2 in. 77.5 cm	32 1/2 in. 82.6 cm	35 in. 90.2 cm	39 1/2 in. 100.3 cm	43 1/2 in. 110.5 cm	46 1/2 in. 118.1 cm
Hip Tour de hanches	38 1/2 in. 97.8 cm	40 1/2 in. 103.9 cm	43 1/2 in. 110.5 cm	47 1/2 in. 120.7 cm	50 1/2 in. 128.3 cm	53 1/2 in. 136.5 cm

Men's Sizes/Tailles Homme					
Size Taille	S (28-30) P (28-30)	M (32-34) M (32-34)	L (36-38) G (36-38)	XL (40-42) TG (40-42)	2XL (44-46) 2TG (44-46)
Chest Tour de poitrine	36 1/2 in. 92.7 cm	40 1/2 in. 102.2 cm	44 1/2 in. 112.4 cm	48 1/2 in. 122.6 cm	52 in. 132.1 cm
Waist Tour de taille	32 in. 81.3 cm	36 in. 91.4 cm	40 in. 101.6 cm	44 in. 111.8 cm	49 1/2 in. 125.7 cm
Hip Tour de hanches	35 1/2 in. 90.8 cm	39 1/2 in. 101 cm	43 1/2 in. 111.1 cm	47 1/2 in. 121.3 cm	51 in. 129.5 cm
Sleeve Longueur de manche	32-33 in. 81.3-83.8 cm	33-34 in. 83.8-86.4 cm	34-35 in. 86.4-88.9 cm	35-36 in. 88.9-91.4 cm	36-37 in. 91.4-94.0 cm

Infant & Toddler Sizes/Bébés et tout-petits					
Size Taille	0-6 mo 0-6 mois	6-12 mo 6-12 mois	12-18 mo 12-18 mois	2T 2T	3-4T 3-4T
Height Hauteur	up to 26 in. jusqu'à 66 cm	26.5-29.5 in. 67.3-74.9 cm	30-31.5 in. 76.2-80.0 cm	32-33 1/2 in. 81.3-85.1 cm	34-41 1/2 in. 86.4-105.4 cm
Weight Poids	up to 16 lbs jusqu'à 7.2 kg	16.5-22 lbs 7.5-10 kg	22.5-26 lbs 10.2-11.8 kg	26-30 lbs 12.0-13.6 kg	30-38 lbs 13.6-17.2 kg



## 4.2 Imagery Specifications - Costumes

### Mandatory Images:

- **(1) Primary Image** should be direct view of product.
- **(1-2) Alternative Views** should include on figure imagery, detailed views, lifestyle view, Size Chart and/or additional angles

Model should not wear additional accessories or jewelry unless that is the product on display

### Image Requirements:

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

### Primary Image Example:



### Alternative Image Examples:





## 5. Content Standards – Costume Accessories

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 <i>Recommended Characters: 45 Maximum Characters: 120</i>	SHORT DESCRIPTION <i>Character Limit: &lt;30</i>	PRODUCT DESCRIPTION <i>Minimum Characters: 100 Maximum Characters: 4000 Format: 2-5 Sentences</i>	FEATURES & SPECIFICATIONS <i>Max Characters: 200/bullet Format: 5-15 bullet points</i>
<p><b>Customer Type* + Brand + Item Type</b></p> <p>{optional values}</p>	<p><b>Available Sizes or Product Dimensions</b></p>	<p><b>Marketing paragraph that answers questions such as: how is this product attractive to customers? Where would they wear it? Be sure to repeat your item type and brand in this paragraph at least 1 time for better SEO.</b></p>	<p><b>The FOUR mandatory bullets must be:</b></p> <ol style="list-style-type: none"> <li>1. Includes</li> <li>2. Material</li> <li>3. Care Instructions</li> <li>4. Size</li> </ol> <p><b>All other bullet points can be used for special features such as warnings, batteries required, age restrictions.</b></p>
<p><b>Examples:</b></p> <p><b>Adult Women's Star Wars Chewbacca Legwear</b></p> <p><b>Adult Batman Mask</b></p> <p><b>Adult Viking Helmet</b></p> <p><b>Child's Star Wars Darth Vader Lightsaber</b></p> <p><b>Child's Superman Cape</b></p> <p><b>* Customer Types:</b>  <b>Adult</b> (Women's, Men's, Unisex)  <b>Child</b> ( Girls, Boys, Unisex)  <b>Toddler</b> ( Girls, Boys, Unisex)  <b>Baby</b> ( Girls, Boys, Unisex)</p>	<p><b>Examples:</b></p> <p><b>One size fits all</b></p> <p><b>Sizes S-XL</b></p> <p><b>Sizes 2T-4T</b></p> <p><b>3in x 33 1/2in Plastic Prop</b></p> <p><b>8in x 10 1/2in Hat</b></p>	<p><b>Example:</b></p> <p>Holy oleo, Batman! You can't leave the cave without your Batman Mask to hide your identity (even though the whole world already knows). This Dark Knight-inspired Batman Mask features a three-quarters design with perky bat ears; an adjustable elastic head strap holds it in place. One size fits most teens and adults.</p>	<p><b>Examples:</b></p> <p><b>Adult Dark Knight Mask product details:</b></p> <ul style="list-style-type: none"> <li>7in wide x 9in tall</li> <li>Plastic</li> <li>One size fits most teens and adults</li> <li>Spot clean only</li> </ul> <p><b>WARNING: CHOKING HAZARD</b> - Small parts. Not for children under 3 years.</p> <p>2 AA batteries required (sold separately)</p> <p>Not for children under 6 years.</p>

## 6. Content Standards – Costumes

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.**

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<b>Customer Type* + Brand + Item Type</b>	<b>Available Sizes</b>	<b>Marketing paragraph that answers questions such as: how is this product attractive to customers? Where would they wear it? Be sure to repeat your item type and brand in this paragraph at least 1 time for better SEO.</b>	<b>The FOUR mandatory bullets must be:</b> <b>1. Includes</b> <b>2. Material</b> <b>3. Care Instructions</b> <b>4. Size</b>
<p><i>{optional values}</i></p> <p><b>Examples:</b>  <b>Adult Justice League Wonder Woman Costume</b>  <b>Child's Lego Batman Costume</b>  <b>Toddler Boys PJ Masks Gekko Costume</b>  <b>Baby Mickey Mouse Costume</b>  <b>Adult Princess Leia &amp; Darth Vader Couples Costumes</b></p> <p><b>* Customer Types:</b>  <b>Adult</b> (Women's, Men's, Unisex)  <b>Child</b> (Girls, Boys, Unisex)  <b>Toddler</b> (Girls, Boys, Unisex)  <b>Baby</b> (Girls, Boys, Unisex)</p>	<p><b>Examples:</b>  <b>Sizes S-XL</b>  <b>Sizes 2T-4T</b>  <b>Plus Sizes 2XL-4XL</b></p>	<p><b>Example:</b>  Join the Justice League of America and start exploring the mystical powers bestowed upon Wonder Woman by the gods – superhuman strength granted by Demeter, flight granted by Hermes – animal empathy courtesy of Artemis! This is an officially licensed DC Comics Wonder Woman costume.</p>	<p><b>Examples:</b>  Justice League Deluxe Wonder Woman Women's Adult Halloween Costume  Includes:</p> <ul style="list-style-type: none"> <li>one-piece dress</li> <li>tiara</li> <li>gauntlets with half gloves</li> <li>arm band</li> <li>boot covers</li> </ul> <p>Materials: 100% polyester</p> <p>Care instructions: Hand wash cold, line dry</p>

## 7. Mandatory Attributes for Filters

At Walmart.ca, we continuously strive to make our customers' path to checkout as quick and easy as possible. Search filters are an essential tool for such purpose however they are only the start of a helpful filtering system. These search filters should also have the correct values populated by our seller partners after which our team then arranges these values in a logical pattern, for instance, the logical sequence of sizes are set to be XS, S, M, L, XL for size. Creating a robust and smooth filtering system will help our customers find the exact products they are looking for, which is exactly what you want!



When done right, filters enable users to see only the products that match their individual needs and interests!

## 8. Vendor Content Scorecards

Vendor partners should be receiving a weekly report providing them with an overall ‘content score’ of their provided e-commerce content. This scorecard will evaluate each SKU marked **active** in our portal against the below seven rules. Should an item’s content break any of these rules, an infraction will occur. If every active item meets the below seven requirements, the content score will be 100%.

As a disclaimer, a content score of 100% means that the SKUs enriched are meeting the bare minimum standards for good content. At this time, the scorecard will not grade other important aspects of content discussed in the guide, such as image quality, image count, or the quality of descriptions provided. We ask that our vendor partners, to help ensure that customers receive the information to best support their purchasing decisions, review applicable standards within this guide.

The seven rules that the content scorecard grades all active SKUs against are:

1. Brand name must be populated.
2. Item must have an English short description populated and is under 30 characters.
3. Item must have a French short description populated and is under 30 characters.
4. Item’s English product name and short description must be unique. Infraction occurs when product name and short description are identical within the listing.
5. Item’s French product name and short description must be unique. Infraction occurs when product name and short description are identical within the listing.
6. Item’s English description must be populated and greater than 100 characters.
7. Item’s French description must be populated and greater than 100 characters.



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Still have questions?

Having trouble with the vendor portal?

Struggling to get your content onboarded?

Contact our online content support team at [onlinecontentsupport@walmart.com](mailto:onlinecontentsupport@walmart.com)