

Walmart.ca Content Style Guide – Inflatables

This Style Guide is to be used when enriching content for Blown-ups on Walmart.ca. It provides guidance to assist you when filling out an Enrichment and Maintenance Templates. 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 of a Product Information Page
2. Product Images
3. Content Copy
 - a. Product Name and Short Description

Checklist

- ☐ Product Name
- ☐ Short Description
- ☐ Product Description
- ☐ Features & Specifications
- ☐ Attributes
- ☐ Images

Anatomy of a Product Information Page



Airblown® Inflatable Minions Scene

Watch the magic of the holidays self-inflate in seconds! It comes with everything needed for setup, including tethers and ground stakes. The result is a bold and eye-catching holiday display, all with a minimum of effort.

Qty:

\$119

✓ In stock online (see delivery date)
➤ \$119 at select stores nearest LSN 1P9
➤ Return in-store or by mail

THIS ITEM QUALIFIES FOR

FREE PICK UP* no minimum
Grab & Go Canada Post

FREE SHIPPING TO HOME*
on orders over \$50

Description & Features

Watch the magic of the holidays come to life with this Airblown® Inflatable! Just plug it, stake it down, and watch this unique decorative piece self-inflate in seconds! It's all with everything needed for setup, including tethers and ground stakes -- it's all in one box. The result is a bold and eye-catching holiday display, all with a minimum of effort. It's sure to be the talk of the block!

Specifications

Colour family	Assorted
Available for Shipping to Grab & Go Locker	Yes
Available for Shipping to Canada Post	Yes
Shipping Product Length	11.81 IN
Shipping Product Width	11.81 IN
Shipping Product Height	11.81 IN
Shipping Product Weight	2.30 LB
Brand	Airblown

Product Name

Short Description

Product Description

Product Attributes

Product Images

Technical Requirements	Style Requirements
<ul style="list-style-type: none"> Image must be in JPEG format Minimum 750 x 750 pixels Recommended 2000 x 2000 Pixels 	<ul style="list-style-type: none"> Minimum 3 Images, more recommended Primary Image > Product image with white background Secondary Images > Additional angles; Close shots; Lifestyle images
Sample Primary images	Sample Secondary images
	 

Product Name / Short Description

Product Name (45 – 120 Characters)	Brand + Character + Height + Inflatable
	<i>Disney Frozen 7.5' Inflatable</i>
Short Description (Max 30 Characters)	Additional Features and/or Parts included
	With Snowflake and Lights