# 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

## Product Images

| Technical Requirements | Style Requirements |
|---|---|
| • Image must be in JPEG format<br>• Minimum 750 x 750 pixels<br>• Recommended 2000 x 2000 Pixels | • Minimum 3 Images, more recommended<br>• Primary Image > Product image with white background<br>• Secondary Images > Additional angles; Close shots; Lifestyle images |
| **Sample Primary images**<br> | **Sample Secondary images**<br> |

## Product Name / Short Description

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