

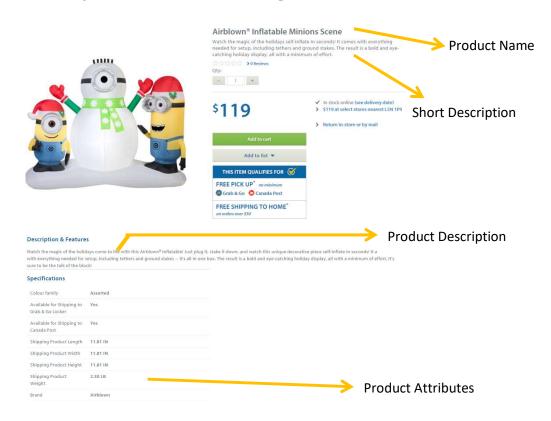
Walmart.ca Content Style Guide – Inflatables

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

Anatomy of a Product Information Page







Product Images

Technical Requirements

- Image must be in JPEG format
- Minimum 750 x 750 pixels
- Recommended 2000 x 2000 Pixels

Style Requirements

- 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 Disney Frozen 7.5' Inflatable
Short Description (Max 30 Characters)	Additional Features and/or Parts included With Snowflake and Lights