

EMPOWERING DIGITAL JOURNALISM ACROSS THE GLOBE WITH FASTER, STRESS-FREE PUBLISHING



Over the last 50 years, Walmart has grown from a small five-and-dime store in Arkansas to the world's largest retailer. A leader in sustainability and corporate philanthropy, Walmart employs 2.3 million associates and serves 270 million customers worldwide.

CHALLENGE

Walmart's audience is as big as they come, which means strategic and meaningful communication is critical to the brand's reputation. Instead of just issuing press releases and publishing blog posts, the company wanted to shift its corporate communications strategy to focus on brand storytelling. This would allow Walmart to share its rich history in a way that conveys its passion for its associates, the communities in which it operates, and the environment, as well as innovation within the industry.

To facilitate this shift, Walmart needed a visually and emotionally engaging platform that could streamline the entire publishing process and empower its communications team to operate as editors and publishers. The ideal solution would be a scalable CMS that allowed for customizable user roles, clear content workflows, multisite management capabilities, and omnichannel publishing.

Walmart was not looking for just any IT vendor; it needed a dependable technology partner committed to growing and innovating its products to support the company's evolving communications team. The right partner would be able to anticipate Walmart's needs and help the brand successfully navigate an ever-changing digital landscape.

SOLUTION

In just five months, Walmart launched its revamped corporate website on Brightspot. Brightspot's next-gen CMS has provided Walmart with an optimal storytelling and conversation platform, allowing the company to:

- **Manage eight global websites and numerous microsites** from a single authoring point, providing a more agile and efficient publishing experience for editorial and user-generated content.

“Sticking with a legacy CMS would have constrained our creativity and undermined our confidence. With a modern CMS like Brightspot, we can move and innovate the way we want now and in the future”

**CAITLIN BROWN, SENIOR
MANAGER, DIGITAL STRATEGY**

- **Maximize editorial efficiency and delight editors** with rich text editing, customizable workflows, live preview, federated search, and built-in digital asset management with a company-wide taxonomy system.
- **Review user-generated content from the same editorial interface** to keep the brand experience clean while allowing valuable user engagement.
- **Increase security and interoperability** by integrating the CMS seamlessly into its current tech stack in accordance with security requirements.
- **Increase social media reach** by making it effortless for users to log in with social accounts such as Facebook or Twitter and comment on brand properties.

IMPACT

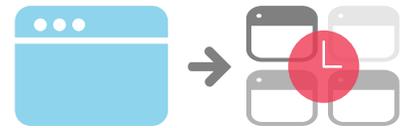
Today Brightspot empowers Walmart to easily weave storytelling into each section of its websites and display the heart and soul behind this massive brand.

KEY SITE FEATURES

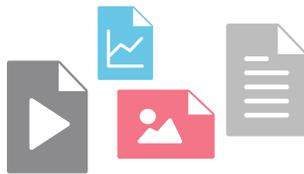
-  Natively Multisite
-  Digital Asset Management
-  Customizable Workflows
-  Omnichannel Publishing
-  Social Login
-  Taxonomy Management



8 CORPORATE SITES AROUND
THE GLOBE WITH A UNIFIED
BRAND IDENTITY



1-DAY
TURNAROUND FOR
MICROSITES



OVER 70,000
PIECES OF CONTENT
WITHIN THE CMS



GREW WEBSITE TRAFFIC
BY MORE THAN
115%

BRIGHTSPOT | **PERFECTSENSE**
EMPOWERING DIGITAL POSSIBILITIES