

CASE STUDY: WALMART

Military Candidate Positioning

Challenge

Walmart serves customers and Members under 69 different banners in 28 countries. A leader in employment, Walmart retains 2.1 million associates worldwide, and ranks in the top twenty among retailers in Fortune Magazine's 2011 Most Admired Companies survey.

Walmart engaged TMP to develop a strategy for targeting current and former military officers, enlisted personnel and military spouses for corporate, management and hourly roles in their organization. Their dedication to this target audience prompted them to hire Brigadier General, Gary Profit, U.S. Army (Retired) to lead their internal military programs and help new hires successfully make the transition into professional and retail environments.

Solution

Brand Positioning

Walmart needed a compass point, or North Star, that embodied their unique military employer brand and could be used for all marketing and advertising initiatives moving forward. To achieve this, TMP started the process by finding out what current associates and target audience members thought about working at Walmart:

Associate Focus Groups: TMP conducted focus groups with Walmart associates who had come to the company either directly or indirectly from various levels and branches of the military. The participants relayed the strengths and weaknesses of the Walmart employment offer, which provided TMP with a foundation for positioning the realities of the employment experience at Walmart.

Target Audience Focus Groups: External focus groups were conducted with individuals who fit Walmart's military profile to gain an external perception of Walmart as an employer.

Brand Positioning Essence: Next, TMP developed Walmart's military brand positioning essence, "This feels right," by distilling the various trends uncovered during the research. This basic concept serves to maximize Walmart's relevance and differentiation when speaking to the target audience:

This feels right:

- A career with a future
- A higher purpose
- My kind of environment
- Dedicated people

Brand Positioning Statement: With the positioning essence in place, the next step was to understand and embrace the positioning statement that embodied Walmart's unique military employer brand:

"With Walmart's extensive scope, success, and innate understanding of the value of my military experience, I have an incredible range of opportunities available to me. I feel I can thrive in this environment, one that balances structure with autonomy and variety. I will join a team that is talented, enthusiastic and dedicated to an important and challenging mission – improving the quality of life for millions of people."

Results

TMP was awarded 3rd place for Best Research Project at the 2011 CEA Awards. Anecdotally, there has been a positive response both internally at Walmart and externally in the recruitment industry and military communities to the new brand approach, creative and website. Less than 30 days from site launch, www.walmartcareerswithamission.com had nearly 4,500 visits. TMP and Walmart are currently planning the next phase of the campaign, which will include brand training and continued internal/external socialization. As a result of the success of this brand engagement, TMP has embarked on an additional brand research project for the Walmart employer brand.

Creative Samples

Military Careers Website

Walmart
Sams Club

CAREERS WITH A MISSION

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We see the path to success you've chosen. Continue it with Walmart.

▶ Watch Video
▶ G.I. Jobs Top Rating
▶ Military Support

Walmart utilizes your military skills to the fullest. The military instilled in you a sense of pride, honed your leadership skills and drew on the deep sense of purpose you carry throughout the day. Continue making the most of these traits without compromise at Walmart. Our daily operations employ them to the fullest, offering a career experience that will feel like a natural fit for how you think, act and live your life.

Sign up for career information

Enter full name Zip Code
Email address

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Walmart
Sams Club

CAREERS WITH A MISSION

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We see the path to success you've chosen. Continue it with Walmart.

Select your prior military occupation from the list below to find your Walmart career match:

Accounting, Budget & Finance	Construction, Building & Contracting	Human Resources Management
Arts, Communication, Media & Design	Counseling, Social Work & Human Services	Information Technology, Computer Science
Analysis	Education & Training	Intelligence
Business Administration & Operations	Engineering & Scientific Research	International Relations, Linguistics
Combat Operations	Environmental Health & Safety	Law Enforcement & Security
Communications Equipment Techs	Health Care Practitioners	Legal and Support Services

We see where your leadership began.

PURSUE SUCCESS WITHOUT COMPROMISE AT WALMART
The military instilled in you a sense of pride, honed your leadership skills and drew on the deep sense of purpose you carry throughout everything you do. From corporate leadership to store management to logistics, you can continue making the most of these traits in a career at Walmart and Sams Club.

THE WALMART MISSION
Saving people money to help them live better was Sam Walton's purpose when he opened the doors to the first Walmart. More than 40 years later, our operations in 10 markets worldwide, that focus drives every decision we make. It's the reason why you see the "Save More. Live Better" on the shelves at Sam's Club. It's why we look at savings that go beyond the price you see on our shelves, working our hardest to produce more energy efficient products that can save customers money for years to come. It's why we teamed with Honey Corp and USAID to help small farmers in Guatemala. And it's why we support our communities by contributing to important issues such as education.

ONE OF THE TOP 100 MILITARY-FRIENDLY EMPLOYERS
As a global retailer, Walmart offers endless opportunity to contribute something larger to the community while positively impacting your own career trajectory. It's just one reason why [G.I. Jobs with Walmart](#) and the [Top 100 Military Friendly Employers](#). An organization with a commitment to lifelong growth and development, Walmart encourages you to invest yourself to better the company and advance as far as you want to go. Our work environment balances structure with challenging and varying, providing ongoing training for specific career path development and offers continued opportunity for those who wish to join something bigger.

Sign up for career information

Enter full name Zip Code
Email address

Walmart
Sams Club

CAREERS WITH A MISSION

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We value your strength too.

"Moving is stressful enough, especially for Army families. Knowing you'll still have a job is such a relief. I've been welcomed at each new store as a Walmart family member."

For the past 10 years, Walmart has been with LaDonna Griffin and her family every step of her journey. LaDonna's husband holds a master's degree in the Army. Thanks to Walmart's Army Spouse Employment Partnership, she's been able to switch to a different Walmart store two times in a row. Her current moving job is in Tallahassee, Florida.

She began her Walmart career in Waterbury, N.Y., and has worked at Walmart stores from Killeen, Texas, to Haverhill, Georgia, to Honolulu, Hawaii. Her current moving job is in Tallahassee, Florida.

LaDonna's goals include joining the management program. "I've excited about where I'm going to go with Walmart's help. I've been able to move and acquire knowledge at each step along the way."

In a career with us, you will become part of a larger team that values you as an individual and rewards you for your contributions. You'll advance your career while giving your family more. And you'll better lives by saving people money.

Everything that's important to you is important to us. Whether it's you who wants to join our team, or it's your spouse who is considering a career with Walmart or Sams Club, this is the environment in which you both will thrive. Call one of the Top 100 Military Friendly Employers by G.I. Jobs. Walmart has a strong reputation of supporting active military families here, where you are, and where you and your family can go.

"The company's values and culture are very similar to the military's," says Michelle, a former maintenance control officer for the U.S. Army.

We offer many partnerships and programs tailored specifically for military families with the kind of training, assistance and family resources you need to better your family's quality of life. And the Spouse Employment Partnership was established with the intention of providing opportunities that improve the lives of underrepresented individuals in our communities, including the disabled, veterans, military families and victims of natural disasters.

Take better care of yourself, your family and your community at Walmart and Sam's Club.

Benefits
Depending upon the region you're in, most Walmart associates and Sam's Club employees receive the following benefits:

- Health plans
- Holiday and vacation
- Retirement plan
- Education and training
- Work-life balance programs
- Employee stock purchase
- Well-being offerings
- Incentive plans

Here is a complete listing of benefits you can receive with Walmart and Sam's Club.

Sign up for career information

Enter full name Zip Code
Email address

Walmart
Sams Club

CAREERS WITH A MISSION

Home Why Us Support Testimonials Career Paths Events Job Search & Apply Sponsors

We see the path to success you've chosen. Continue it with Walmart.

Select your prior military occupation from the list below to find your Walmart career match:

Accounting, Budget & Finance	Construction, Building & Contracting	Human Resources Management
Arts, Communication, Media & Design	Counseling, Social Work & Human Services	Information Technology, Computer Science
Aviation	Education & Training	Intelligence
Business Administration & Operations	Engineering & Scientific Research	International Relations, Linguistics
Combat Operations	Environmental Health & Safety	Law Enforcement & Security
Communications Equipment Techs	Health Care Practitioners	Legal and Support Services

Military Occupation: Aviation

WALMART CAREER PATH: AEROSPACE & AVIATION

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▶ LEARN MORE ABOUT THIS WALMART JOB
▶ SEE ALL WALMART JOBS

Sign up for career information

Enter full name Zip Code
Email address

Brand Toolkit

Poster

We see where your leadership began.
Continue it with Walmart.

The very traits the military instilled in you are what drives Walmart's mission to help people lead better lives by saving them money. We offer you opportunity to lead by example, to enhance operations together with your team members, and to further your skills with position-specific training. Take on engaging, purposeful work in a career with Walmart and Sam's Club.

www.WALMARTCAREERSWITHAMISSIION.COM

Banner Ad

We see the path to success you've chosen.
Continue it with Walmart.

Walmart
Sam's Club

Careers With a Mission:

Walmart Military Branding Tool Kit

We see where your leadership began.
Continue it with Walmart.

When you're a leader, it's part of every fiber of your being. And just as you relied on it in your military career, Walmart looks for experienced leaders to guide our operations as Future's #1 retailer. To make our teams more efficient. To bring strategic vision to our mission of helping people lead better lives. A career with Walmart is the next phase of a journey you were destined for from the start. Continue your career at Walmart.

WHERE DO YOU FIT?
Walmart's melting pot of diverse backgrounds and business opportunities means there's a career path for every military background and skill set.

SELECT YOUR PRIOR MILITARY OCCUPATION FROM THE LIST BELOW TO FIND YOUR WALMART CAREER MATCH:

Accounting, Budget & Finance	Human Resources Management
Arts, Communications, Media & Design	Information Technology, Computer Science
Aviation	Intelligence
Business Administration & Operations	International Relations, Linguistics
Combat Operations	Law Enforcement & Security
Communications Equipment Technicians	Legal and Support Services
Construction, Building & Extraction	Mechanic and Repair Technologists
Counseling, Social Work & Human Resources	Medical & Clinical Technologists
Education & Training	Naval & Maritime Operations
Engineering & Scientific Research	Personal & Culinary Services
Environmental Health & Safety	Transportation, Supply, Logistics
Health Care Practitioners	

Walmart is an equal opportunity employer.

Walmart
Sam's Club

www.WALMARTCAREERSWITHAMISSIION.COM

Email Template