

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."

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.

CAREERS WITH A MISSION

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 Fortune'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 spread of clients 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
Axiation	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.

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