

# Reputational Storytelling

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# Why go there?

We're well known,  
But not truly understood.



# Why does it matter?

It's a whole new ball game.

A photograph of a group of people hugging, split vertically into two halves. The left half is tinted with a solid blue color, while the right half is in grayscale. The text 'What did we do?' is centered over the blue portion of the image.

**What did we do?**



# Evolution of a team

An internal digital agency that manages a brand newsroom.



## Creative

Editorial/blogs,  
graphic design,  
photography, video  
production,  
experiential content



## Tech

Centralized  
intelligence, custom  
reporting, testing and  
monitoring, publishing  
and engagement,  
insights and research,  
reputation tracking



## Media

Centralized  
advertising, media,  
targeting, strategic  
counsel, digital  
training, message  
development



# Case Studies

**Task:** Communicate Walmart's \$2.7 billion dollar investment in higher wages, education and training for associates.

**Solution:** The Ripple Effect. One small change in someone's life can have an enormous impact on their trajectory.





**Task:** Communicate Walmart's \$250 billion dollar commitment to US Manufacturing that will result in the creation of over 1 million jobs.

**Solution:** America at Work. By highlighting supplier stories, we directly see the communities impacted by Walmart's investment.



# Takeaways

- Know your audience
- Find your true north
- Be real
- Leverage subject matter experts
- Paid vs. Organic
- Localize
- Lawyer love
- Execs on social

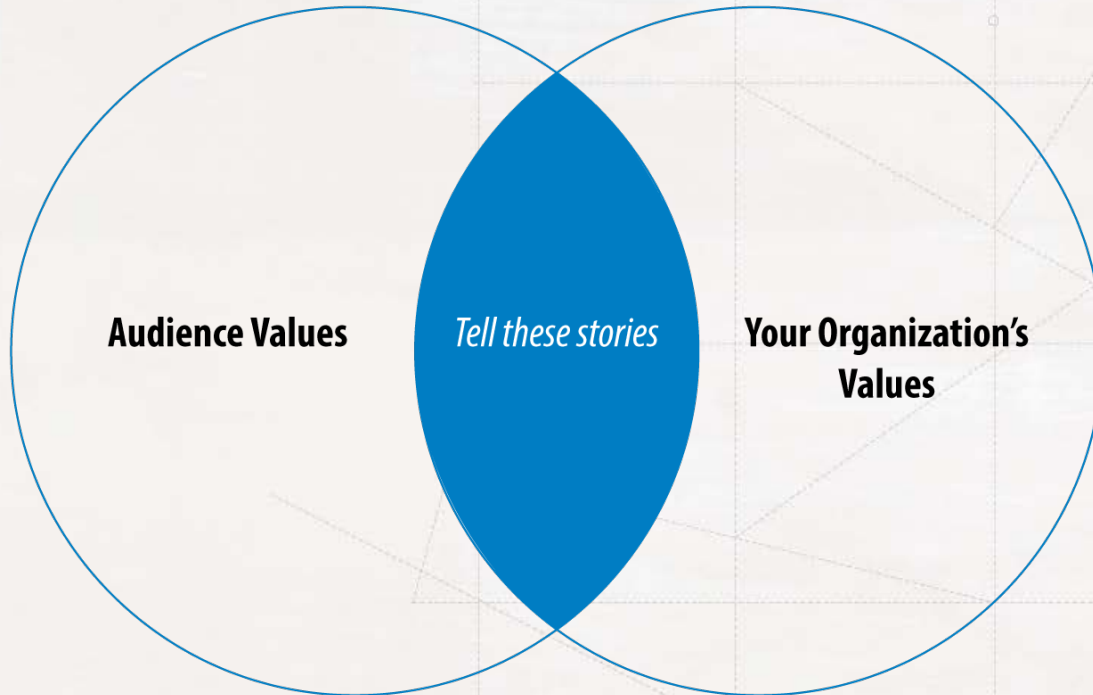


# Know your audience.

Who wants to hear from you and  
who needs to hear from you?

# Find a true north for storytelling.

Develop a content strategy. A successful strategy comes from an understanding of what is important to your organization and what is important to your audience.



The background features a blurred photograph of a building's facade with dark structural lines. A large, semi-transparent blue geometric shape, resembling a stylized house or a large letter 'A', is overlaid on the image. The text is positioned within the white space of this shape.

# Authenticity & Transparency

We find stories that already exist and  
creatively bring them to life

# Get to know your subject matter experts & third party influencers.

The voice of our content is from  
associates and suppliers—not of  
the brand.

Build a team made of flexible,  
nimble members.



# Alignment with Paid vs. Organic

- Smaller exposure can be more successful if it is reaching the right audience.
- Alignment with advertising.
- Facebook's new algorithm makes targeting more important than ever.



**Announcements can  
sometimes feel too big—  
have plans on localizing  
stories.**

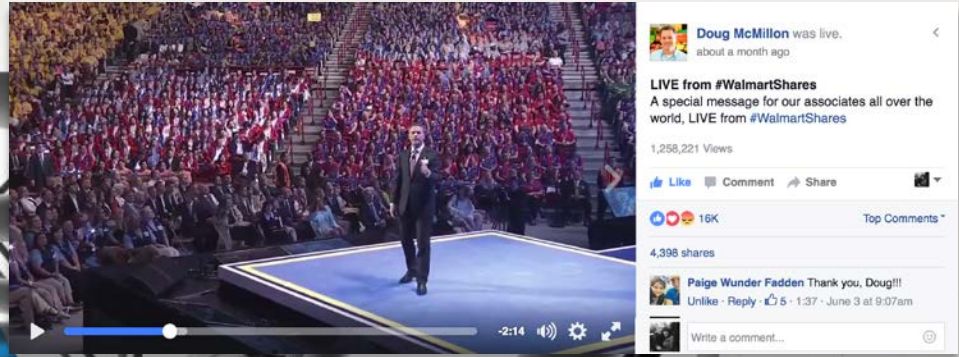




Love your lawyers

# Leverage executives on social

Their social presence is an extension of your content story and narrative.



# #social16

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