

# Best practices for a strong submission

You've already done great work. Now it's time to tell your story.

## 1. Tell the full story of your work

- Gather all campaign documents and information for your submission.
- Include the challenges, the strategy, the solution, and of course, the results.

## 2. Complete all required sections

- An Airtable account is required for submissions. Sign up for a free plan, if needed, to access the form.
- Fill the entire submission form with thorough answers.
- Be aware of category-specific requirements for the Precision Impact, Creative Breakthrough, Global Growth, and CTV to Commerce categories.
- Look for 'Bonus' considerations detailed in Submission Criteria for opportunities to enhance your submission.
- Submit only one application per category.

## 3. Secure brand approval in advance

- Confirm the brand agrees to be publicly referenced.
- Complete the *Authorization to Use Content* form executed by your advertiser and include with your submission attachments.

## 4. Provide clear context and background

- Explain the advertiser's challenge prior to the campaign.
- Describe the Walmart Connect solution used and why.
- Define the impact and why the work mattered.

## 5. Contextualize the impact with data

- Share the results and business impact.
- Do not rely on percentage increases alone.
- Include available baseline and final performance metrics.
- Explain if data or insights informed the solution, and how.

## 6. Highlight what made this campaign unique

- Point out any innovation or complexity in your solution.
- Describe what made the collaboration noteworthy.
- Contrast campaign results with prior category benchmarks.

### Ready to submit?

Visit the [Partner Awards](#) page

**Submissions open 4/20–6/22/26**

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### Any questions?

Email [partnerawards@walmart.com](mailto:partnerawards@walmart.com)