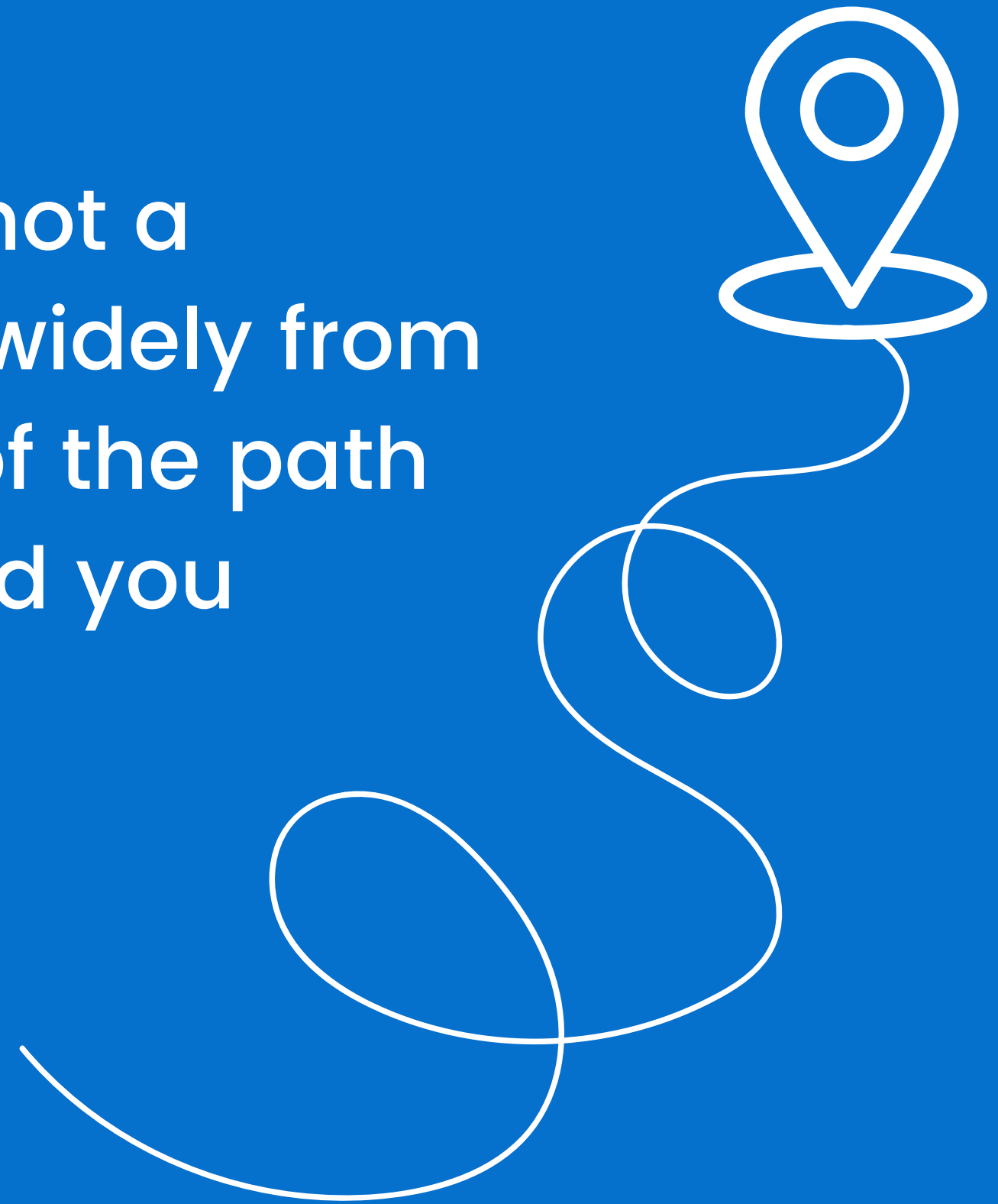


Walmart+

Raegan Fulghum, Nyah Johnson, Snow Liu, and Zachery Limer



The journey to motherhood is not a straightforward path. It varies widely from person to person. Regardless of the path you took, you are a mother, and you deserve to be celebrated.



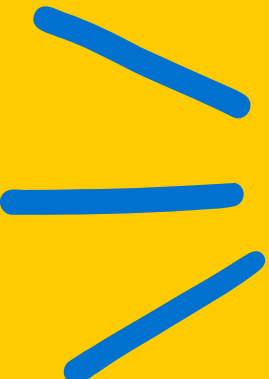
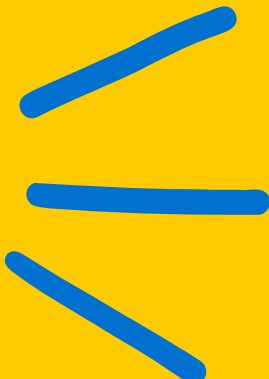


Motherhood is knowing there's no single path
to motherhood.

Some are biological; others are built through
surrogacy, adoption, or community.
Some are mothers by birth; others by choice.
Some lead households, others lead villages.

No matter how you got here, you are a
mother.

No matter how, we celebrate you.
Because, while the paths may differ, the love
is the same.

 **Many Paths, Same Love** 

Moments of Motherhood

: 60 seconds

Overview: Many stages of motherhood, especially the hard ones, aren't shown enough. Walmart + is celebrating the hardships that come with being a mom through a sentimental view.

Music: Soft piano music is playing the whole time

Open on: A hospital room where a newborn baby is just born. A surrogate mom who just delivered the baby hands the child over to its mother and father, who are overwhelmed with joy.

VO: “Motherhood begins in many ways.”

Cut to: Another woman boarding a plane, with the screen above her saying “Now boarding Beijing, China to Los Angeles, California”. When the woman takes a seat, she looks over to her daughter and holds her hand as they’re about to take off.

VO: “Sometimes, motherhood begins with a journey across the world.”



Moments of Motherhood

Cut to: A little boy drawing a picture of him and his family at the kitchen counter. When turning around the card it reveals the little boy in the middle holding both of his mom's hand. Both the moms hug their son, and they hang it up on the fridge.

VO: "The moms who create a family with love, in their unique way."

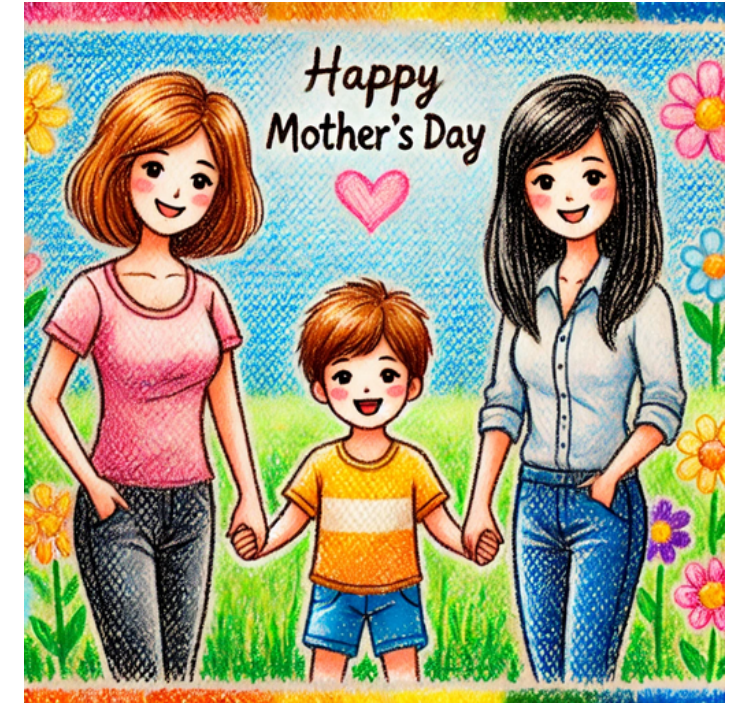
Cut to: A tired mom arriving home from a late shift at the hospital walks in and sees her oldest daughter making sandwiches for her younger siblings. The mom smiles sadly and walks over to hug the oldest daughter. The mom and children all sit at the dinner table, eating sandwiches and discussing their day.

VO: "And sometimes, it's the mom who tries her best to give her family everything on her own."

VO: "The path to motherhood is hard, but the love they give is neverending. Every mom, no matter the journey, deserves to be celebrated this Mother's Day and everyday."

Fade to Walmart + Logo

Many Paths, Same Love



SOCIAL CAMPAIGN

“7 Ways to Motherhood”

Throughout the week leading up to Mothers Day, Walmart+ will feature one of the many paths to motherhood each day on their social media channels. This will kick off our brand activation as people are encouraged to submit their own stories through #ManyPathsSameLove.



walmart

Because **every family is built with love**, Happy Mother's Day to the incredible moms who found their way through **surrogacy**!





Many Paths, Same Love

 519

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 46



walmart Becasue no matter how you got to motherhood, you deserve to be celebrated. Happy Mothers Day from us at Walmart+. Use [#ManyPathsSameLove](#) to submit your story to motherhood to be featured in our Motherhood Tapestry. [#Walmart+](#) [#MothersDay](#) [#ManyPathsSameLove](#)

walmart

It takes a **big heart** to love a family as your own. Here's to the incredible **stepmoms** we celebrate this Mother's Day.





Many Paths, Same Love

 519

 40

 46



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To the moms who chose **adoption**, your love creates **unbreakable bonds**. Today, we celebrate you!





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 519

 40

 46



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Because you're never just one person, **you're a whole team.** Happy Mother's Day to all of the amazing **single moms!**





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 519

 40

 46



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walmart

Two moms, **endless love.** Here's to the amazing **LGBTQ+ moms** we're proud to celebrate this Mother's Day!





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 519

 40

 46



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You might not have the title, but **your love and support say it all.** Today, we honor you, those who **step up like moms.** Happy Mothers Day!





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 519

 40

 46



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walmart

To the **foster moms** who open their hearts and homes—**your love transforms lives.** Happy Mother's Day from Walmart+.





Many Paths, Same Love

 519

 40

 46



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Brand Activation: "The Motherhood Tapestry"

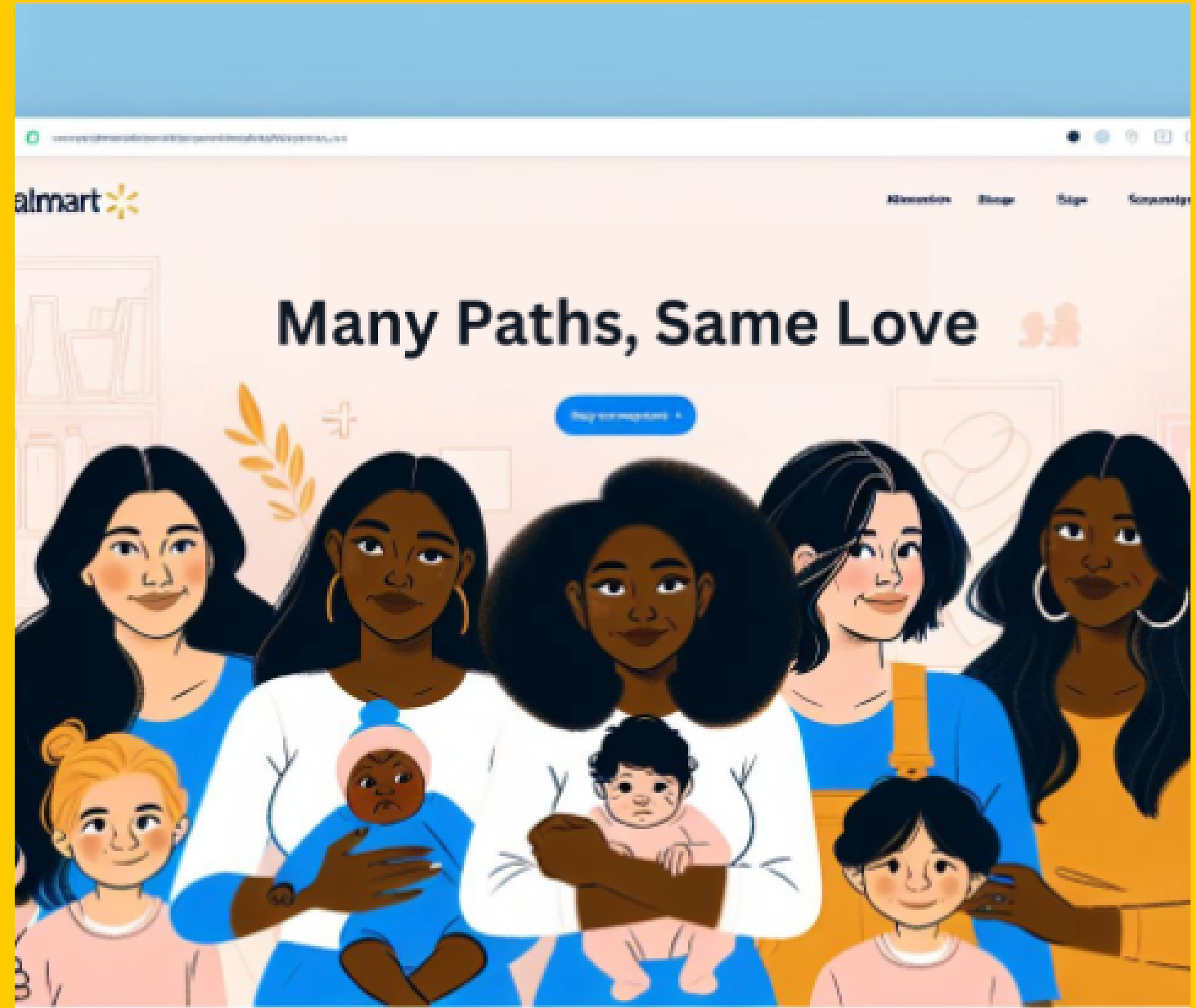
Walmart+ will honor and celebrate the diverse paths to motherhood by creating a large-scale, interactive, digital “tapestry” that showcases stories and photos of mothers from all walks of life, across different communities and family types. The tapestry would be both virtual (available online) and, in select locations, brought to life as a physical installation within Walmart stores.



The Motherhood Tapestry Installation: Virtual

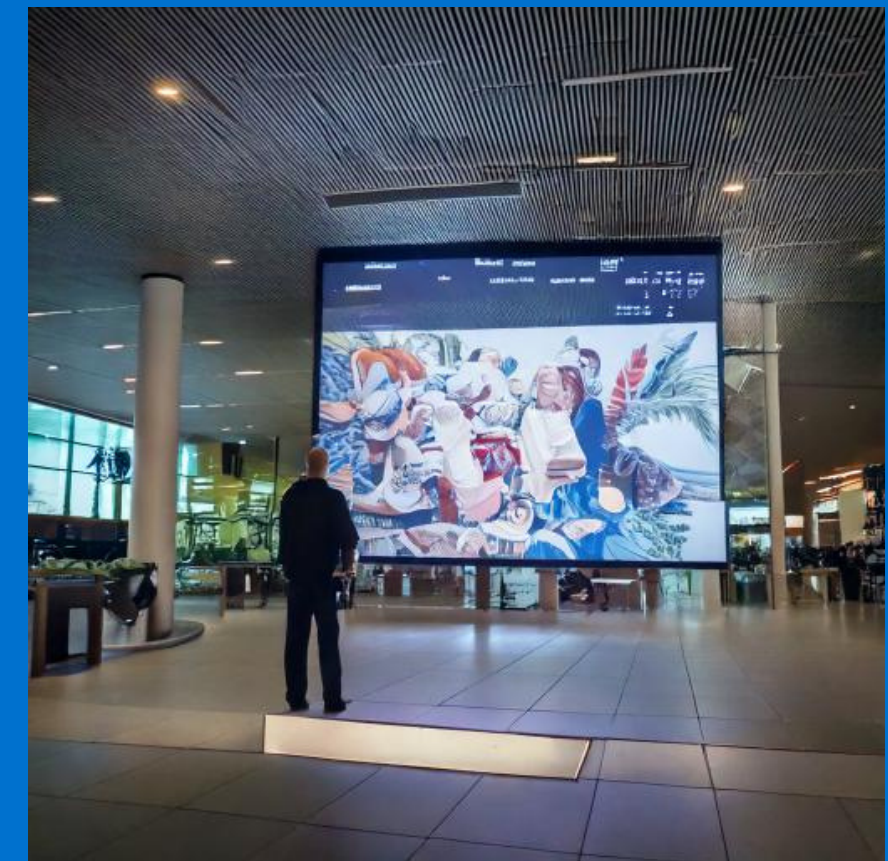
Digital Tapestry: An online version of the tapestry will be featured on the Walmart+ website.

Surprise and Delight Moments: Throughout the campaign, Walmart+ will surprise a few participating moms with experiences such as paid groceries for a month, exclusive deliveries, or personalized thank-you packages based on their shared stories.



Out of Home Extension

Interactive digital displays with the tapestry, will be strategically placed in airports, train stations, and bus stations, to allow people to explore the unique and diverse journeys to motherhood through the real-life stories. With an intuitive touch interface, users can engage with narratives that celebrate the strength, resilience, and beauty of motherhood and the many paths those moms took to get there.



Thank You!

