

## Lisa, Meet Linda

Wal-Mart Canada develops in-store TV character to reach out to its core demo

By Peter Breen

MISSISSAUGA, ONTARIO — **Wal-Mart Canada Corp.** wants to introduce you to "Lisa," a caricature of its top shopper demographic, now appearing in entertainment vignettes on the store's television network.

Wal-Mart Canada's in-store network began running in 60 stores at the end of 2007 and expects to be in all 287 Wal-Mart Canada stores by the end of 2008 (see Page 10, *P-O-P Times* December 2007,



All Wal-Mart Canada stores will have the in-store TV network by the end of the year, which introduces shoppers to Lisa (right), who will soon suggest specific products to purchase.



for a complete story on the network). **EK3 Technologies Inc.** installed the network and its subsidiary **ShopCast** creates the content, sells the ads and manages the network system. The system is arranged as a revenue-share model with Wal-Mart Canada, and advertising will carry a cost-per-thousand of about \$4.

Mike Dombrow, director of marketing for Wal-Mart Canada, spoke about Lisa at a presentation regarding the in-store network at the NRF Show in New York in January. He believes Lisa and the network will help Wal-Mart Canada better connect with its core shoppers: mothers with young families.

Known internally as "Linda," this average shopper is 44 years old and has at least one child. She visits Wal-Mart twice as often as other shopper segments (33 trips annually) and spends 11 times more.

The Lisa vignettes are designed to entertain, while showing Linda that "we have the products and services she needs and the experience that simplifies her life," explains Dombrow. The 30-second vignettes are "fun and engaging and very inexpensive to do," he adds. ShopCast created the Lisa cartoon.

Content, in the early stages, is purely entertainment-based as the chain seeks to establish a connection with shoppers. Later, the vignettes will incorporate paid advertising by presenting specific products as solutions to lifestyle needs.

The network also will let Wal-Mart look beyond Linda to target other shopper segments. Additional characters will be added — Lisa already has a husband, two kids and a dog — to appeal to other demographic groups.

Each Wal-Mart Canada store expects to have at least 16 TV screens, depending on size; supercenters will have 20. The 42- and 48-inch monitors are being deployed at checkout and in 10 other zones, such as cosmetics, produce, toys, electronics and dairy. They will be suspended from the ceiling. ■