

# The ENGAGED SHOPPING EXPERIENCE™

## Success Story



“Walmart was passionate about us engaging VIDPro right at the outset and we can understand why.”

### Marc Nyberg

National Accounts Manager, Nikon Canada:

When Nikon came onboard at Walmart, it turned to VIDPro to help engage and attract shoppers to the retailer's new category.

“In an unassisted sales setting like Walmart, we needed ideas of about how to draw in customers and help them sift through the myriad of camera options and accessories,” says Marc Nyberg.

“A few months later, we were miles ahead of where we would have been if we had gone ‘the little price sticker’ route that some of our competitors are still using. And overall, our sales are considerably higher than forecast.”

“Some of that advantage is thanks to VIDPro and their talent for effective displays and consistent messaging.”



VIDPro Visual Information Display Products

