

The ENGAGED SHOPPING EXPERIENCE™

Success Story



“When Walmart wanted to convert its steady shopping traffic into higher sales, we called VIDPro.”

TJ Pham

Former Senior Category Manager, Electronics, Walmart:

“At Walmart, shoppers have many options, so our signing and how we present our products becomes the most important sales tool.”

“VIDPro was our filter, helping us to simplify and de-mystify information about the technology to help shoppers sort out their options from our large selection. So, for instance, instead of organizing product by price, VIDPro helped us engage and attract more customers by colour-coding three types of computer users -- Every Day, Student or Entertainment.”

“It was a creative idea that really worked and that is what we came to expect from VIDPro!”



VIDPro Visual Information Display Products

