



WALMART SAMPLE SCRIPT

:30 TV-INTERVIEW

02/06/12

“REAL SAVINGS” – SUSIE/Albertson’s

WE’RE IN FRONT OF A WALMART. OUR HOST AND REAL MOM TALK TO THE CAMERA.

HOST: We’re here at Walmart with Susie, a Albertson’s shopper. She’s got her last grocery receipt... we’re going to buy the same stuff and see the difference. Let’s shop!

WE ARE NOW IN THE STORE. OUR HOST (WITH RECEIPT) IS WALKING AROUND WITH SUSIE ON THEIR SHOP ALONG. THESE ARE MOMENTS/EXAMPLES THAT WE WILL BE TRYING TO GET.

- **Item/Price comparisons.** “\$4.25 at Albertson’s... \$2.75 at Walmart.”
- **Important Mom info.** “I feed my kids lots of canned vegetables.”
- **Fun Moments.** Riding cart ala Titanic “I’m the king of saving!”
- **Truth about sales.** “Walmart’s EDLP is lower than their sale price!”
- **Shocked Mom.** “I knew the prices would be better here but this is incredible!
- **Host as informant.** “Why would you chase deals when you’ve got EDLP here?”

WE ARE NOW AT CHECK OUT. HOST AND SUSIE WATCH ITEMS SCANNED. THESE ARE MOMENTS/QUESTIONS THAT WE WILL BE TRYING TO GET.

- **Serious moments.** “Do you think you saved? What’s your prediction?”
- **Reflections on shopping.** “I think you saved the most on that DiGiorno pizza.”
- **Fun/funny moments.** Host singing, “Oh we’re saving a bunch of money!”

NOW THE CHECK OUT IS FINISHED. HOST AND SUSIE SEE THE TOTAL.

**HOST: Okay... big moment! At Albertson’s you spent X. At Walmart, Same items, you spent X. You saved about X. That’s X percent!
(after Mom’s reaction and any conversation)
Take the challenge! Bring your last grocery receipt to
Walmart and compare the prices. You’ll see the difference.**

CUT TO: WALMART GRAPHIC END TREATMENT AND LOGO.

Walmart/SAVINGS CHALLENGE
:30 TV-INTERVIEW
02/06/12

“REAL SAVINGS” – SUSIE/HARRIS-TEETER

WE’RE IN FRONT OF A WALMART. *OUR HOST AND REAL MOM TALK TO THE CAMERA.*

HOST: We’re here at Walmart with Susie, a Harris-Teeter shopper. She’s got her last grocery receipt... we’re going to buy the same stuff and see the difference. Let’s shop!

ESTAMOS AQUI EN WALMART CON MARIA, QUE COMPRA EN HARRIS-TEETER. TIENE SU ULTIMO RECIBO DE COMESTIBLES Y VAMOS A COMPRAR LOS MISMOS PRODUCTOS EN WALMART PARA VER LA DIFERENCIA. A COMPRAR!

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- **Host as informant.** “Why would you chase deals when you’ve got EDLP here?”

WE ARE NOW AT CHECK OUT. *HOST AND SUSIE WATCH ITEMS SCANNED. THESE ARE MOMENTS/QUESTIONS THAT WE WILL BE TRYING TO GET.*

- **Serious moments.** “Do you think you saved? What’s your prediction?”
- **Reflections on shopping.** “I think you saved the most on that DiGirno pizza.”
- **Fun/funny moments.** Host singing, “Oh we’re saving a bunch of money!”

NOW THE CHECK OUT IS FINISHED. *HOST AND SUSIE SEE THE TOTAL.*

HOST: Okay... big moment! At Harris-Teeter you spent X. At Walmart, Same items, you spent X. You saved about X. That’s X percent!
(after Mom’s reaction and any conversation)
Take the challenge! Bring your last grocery receipt to Walmart and compare the prices. You’ll see the difference.

BUENO, EL MOMENTO DE LA VERDAD! EN HARRIS TEETER USTED GASTO X. EN WALMART, LOS MISMOS ARTICULOS COSTARON X. AHORRO COMO X DOLARES. UN X PORCIENTO!

PONGALO A PRUEBA! TRAIGA SU ULTIMO RECIBO DE COMPRAS A WALMART Y COMPARE LOS PRECIOS. VERA LA DIFERENCIA!

CUT TO: WALMRT GRAPHIC END TREATMENT AND LOGO.