

Marketing

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by Sarah Dobson

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Best Buy moves downtown T.O.

With a little help from Beyoncé and John Mayer, Best Buy is opening its first downtown store in Toronto.

The consumer electronics retailer was keen to have a prime location that would attract a slightly different customer than the suburbs. The chain then identified four types of customers that would frequent such a location, says Lori DeCou, director of corporate communications at Best Buy in Burnaby, B.C.

For one, there's the urban dweller living in a more confined space who likes smaller items and home delivery; there's the commuter looking for a quick purchase during lunch hour; the student, who might be interested in Best Buy's Geek Squad for computer fix-ups; and finally the small business entrepreneur, who also can benefit from the Geek Squad as an external IT department.

To promote the grand opening of the 36,000-sq.-ft. store, Best Buy is presenting a free musical performance by Beyoncé and Mayer today, which includes VIP passes and autograph sessions. The retailer is also dominating the Toronto Eaton Centre media tower at Yonge-Dundas Square, running wall posters in an underground concourse, using TV, radio and print ads, videoboards on GO Transit and street teams handing out discount coupons.

"It's one of our most integrated marketing campaigns ever," says DeCou. "It's a great opportunity to introduce a new store, energize the brand and provide our customers with some great opportunities." Advertising for Best Buy is handled by Zig while public relations for the store opening were done by Eakins Communications.