



Walmart Debuts ‘Christmas Wish’ Spot To Thank U.S. Military Troops

Richmond, Va. – November 6, 2009 – This week, during game 6 of the World Series, Walmart debuted a new TV spot called ‘Christmas Wish’ that was created as a way to say thanks to U.S. military troops and their families for all that they do to help Americans ‘live better’ every day.

In the spot, a group of US soldiers in a foreign land, who are coming off patrol, miraculously experience a snowfall. It’s a little something that reminds them of home during the holidays, all thanks to a ‘christmas wish’ made by a young boy who misses his father.

The spot was filmed this summer on Mystery Mesa in Santa Clarita, CA under the watchful eyes of Marine Captains Barry Edwards and Monica Moon and retired Navy SEAL Harry Humphries. Every detail, from the insignia patches on the uniforms to the way the soldiers held their weapons was authentic and true to military standards. During the two-day shoot, 45 tons of ice was shredded to create real snow.

“We’re awfully proud to be part of the Walmart team that made this happen,” said Mike Hughes, president and creative director at The Martin Agency. “(Writer) Wade Alger, (Art Director) Kevin Thoem and (Creative Director) Nancy Hannon found a great way to connect with the Christmas wishes of military families across the country. From start to finish it’s been an inspiring assignment.”

The :30 second version will continue to run during the next two months on TV, in cinema, as well as online. A :60 second version will be broadcast to the troops stationed throughout the world on the American Forces Network and on Walmart’s in-store network. Both can be seen at <http://christmaswish.martinagency.com/> and the :30 will air during shows such as *The Today Show*, *Good Morning America*, and Sunday Night Football.

About The Martin Agency

Headquartered in Richmond, VA, The Martin Agency is a full-service agency offering unified advertising, media, direct response, interactive, data analytics and branded content. In addition to Walmart, some clients include BFGoodrich, Discover Financial, Expedia.com, FreeCreditReport.com, GEICO, Hanes, PING, Sun Life Financial, The American Cancer Society, UPS and ESPN.