

Jennifer Lopez, Verizon Announce Viva Movil

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(LAS VEGAS) — Jennifer Lopez and Verizon Wireless COO Marni Walden took the stage Wednesday at CTIA to announce Viva Movil, a new wireless retailer that will offer Verizon LTE service and devices that will gear its experience toward the U.S. Latino population.

Viva Movil will open its first retail location in New York on June 15 with plans to open more stores soon in Los Angeles and Miami. Besides Verizon, Viva Movil has partnered with retail company Moorehead Communications as well as Brightstar. Verizon does not own part of the business.

Lopez is the majority shareholder and chief marketing/creative officer for Viva Movil and she publically debuted in this role by admitting to be a “wireless neophyte.”

But Lopez went on to describe her focus as designing a wireless shopping experience for modern Latinos. She described Viva Movil’s social shopping experience that will leverage Facebook, adding that 26 million Latinos are active on that social network today.

Lopez said she believes social commerce will transform the shopping experience but she also described the effort put into making the brick-and-mortar experience into a whole family experience, restating the importance of family in Latino culture. In addition, Viva Movil stores will have dedicated play areas for children and will employ completely bi-lingual staffs.

Both the Viva Movil website (getviva.com [1]) and the Viva Movil Facebook community launched today.

When asked at the end at the end of the press conference how the retail experience will translate to other cultures, citing a desire from all wireless customers for a better in-store experience, Lopez insisted all customers could benefit from the Viva Movil experience.

“When you create anything, even if it’s targeted at a certain population, if it’s done well anybody can enjoy it,” said Lopez.

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Links:

[1] <http://www.getviva.com/homepage>