



CO.LABS & TARGET RETAIL ACCELERATOR OFFICIAL ENTRY

Treasure Aisle-Land FROM TARGET®

CONCEPT STORYBOARD

NEW FOUNDRY

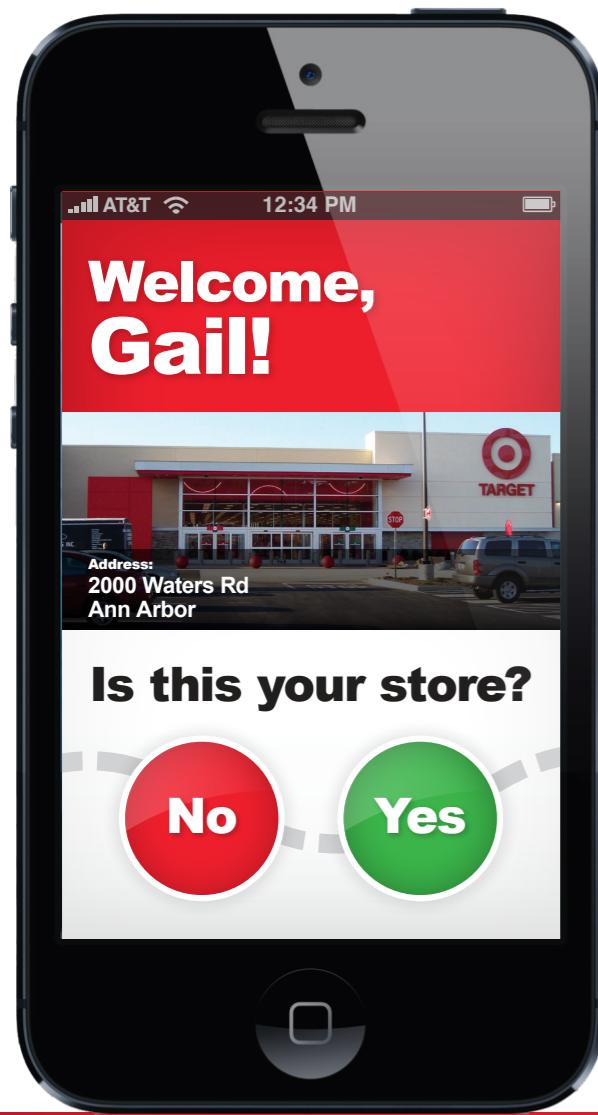
INTRODUCING.....

Treasure Aisle-Land

MAKING EVERYDAY ADVENTURES REWARDING

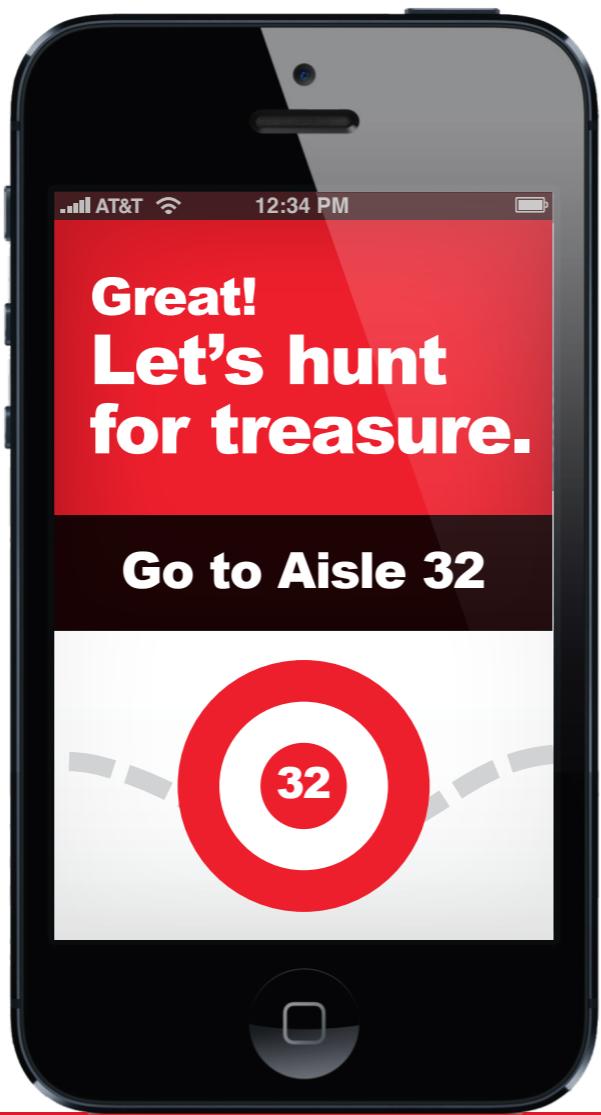
- A mobile application that utilizes store check-in technology to offer one-of-a-kind, on-the-spot, special offers available down a select, mystery aisle at your local Target store.
- The experience adds a “mini-diversion” or treasure hunt that delivers instant joy and a smile...a true break in the day for today’s hyper-busy moms.
- Moms get to be surprised and delighted. Target gets to be the hero of the day (and everyday). A true win-win.





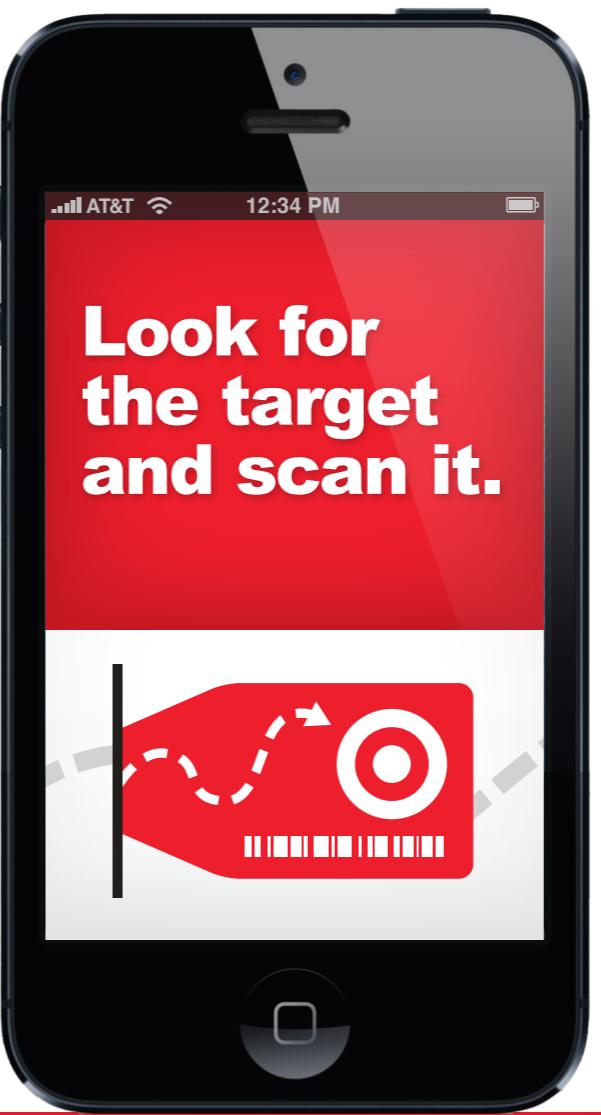
Welcome!

Shopper gets a personalized greeting and confirmation of her current location.



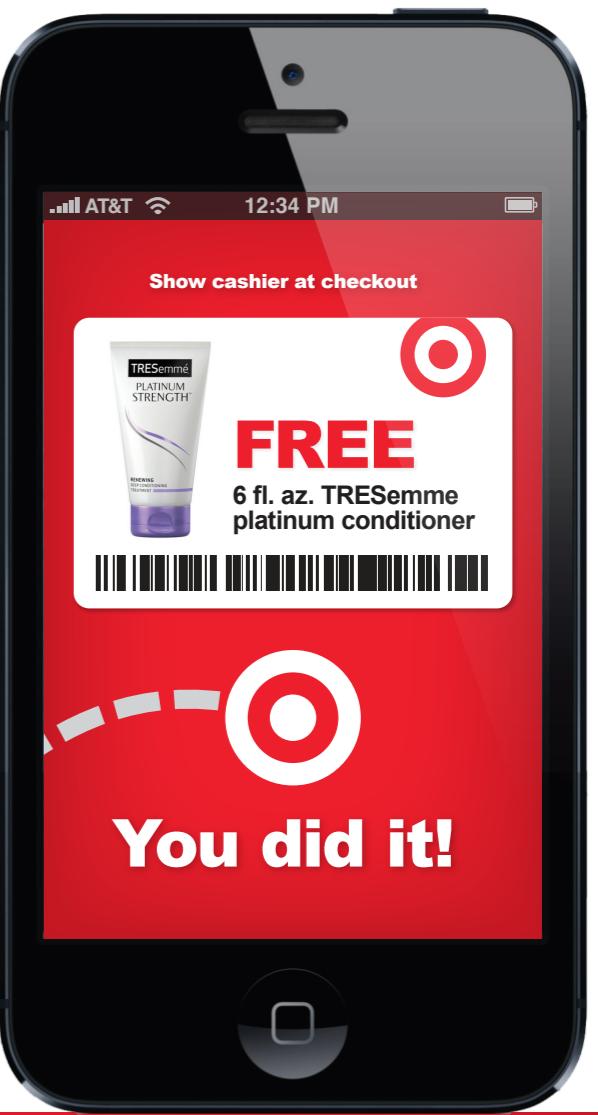
Getting Started

Shopper receives her first mission.



Finding the Treasure

Shopper is directed to the aisle of the promotional item.



Success!

Shopper receives her targeted discount, promotional item, or gift card.

