**Target Mystery Sale App**

Spectacular savings and exceptional values are what consumer are searching for in today’s mobile shopping experience. The challenge Target faces is gaining consumer engagement. What will motivate the Target consumer to use the mobile phone to discover the magic that Target has **in store**? The answer lies below.

The Mystery Sale team has designed a mobile solution that piques consumer interest while making the shopping experience both fun and exciting, and clearly delivers on spectacular savings and exceptional value.

It has been demonstrated that EDLP pricing, while essential, is not all that is necessary to attract today’s consumer. Consumers want “deals” and are willing to “search” for offers that beat the “”store”. The Mystery Sale App does that and more! Let us explain:

**Step One**: Target consumer will be made aware of the Mystery Sale offering through advertisements that will be shown in circulars, banners, in store signage, social networking, website and more. The Target Bulls Eye with a question mark in the center will denote the items included in each week’s Mystery Sale.

**Step Two:** The Mystery Sale platform will be embedded in the Target App with a button called Mystery Sale. If consumer does not have the Target App they will be invited to download via QR code. Once consumer has Target App on their mobile device, consumer can select the Mystery Sale Button to view all the items throughout the store that are in the Mystery Sale event for the week.

**Step Three**: Target consumer then takes mobile phone and scans the product. Imbedded in cloud technology or Target servers will be the database of images and offers. Using “augmented reality” technology, a technical connection will be made in the Target Mystery Sale event file (without having to scan bar code) allowing the consumer to enjoy the discount at the register.

**Step Four**: Upon seeing the value on their mobile phone, consumer can save/load the discount to their Red Card or some other customer identifying method(phone number). Any item so selected would obtain the exceptional value in their checkout transaction.

**Step Five**: Consumer can also enter to win sweepstakes for additional added value. The benefits of the Mystery Sale platform can be as broad as Target Marketing envisions or as narrow as a single supplier, category, or private brand promotion.

Benefits of including the Mystery Sale App in Targets future marketing:

1. Provides a value reward when consumer utilizes the App
2. Increases consumer foot traffic throughout the store
3. Enhances the use of the Red Card Platform
4. Ability to fund from CPG companies interested in building brand awareness
5. Low Cost

Metrics to measure success

1. Number of new registrants for Red Card
2. Size of market basket when consumer includes Mystery Sale item in transaction
3. Enhancement of affinity relationships
4. Consumer loyalty

Future Functionality

1. Mystery Sale has gaming functionality to add further excitement

The Mystery Sale team stands ready to partner with Fast Company and Target to show the industry just what kind of magic the future of retail has **in store**.

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