

# MEET CELEBRATIONS

## Expect more: *Celebrations*

*Celebrations* is a Target app that inspires guests to create, design and shop for celebrations to mark events in their lives. Featured events are highlighted with rich content for products across the store. Target becomes the behind-the-scenes partner who helps make celebrations more memorable, affordable and easy.

*Celebrations is an added value initiative for Target REDcard holders only and drives acquisition of new accounts.*

### How *Celebrations* works

1. The guest opens the app and is asked for her name and a method for validating her REDcard. (i.e. last four digits of card or phone number on account)
2. She is greeted by a simple question: What are you celebrating?
3. She is presented with a list of options (sensitive to the time of year), such as:
  - Birthday
  - Anniversary
  - Wedding
  - Mother's Day/Father's Day
  - Baby shower
4. She selects her celebration and is presented with an inspiring video from one of Target's celebrity designers. Let's say our guest is celebrating an anniversary. The video might feature Giada DeLaurentis sharing a personal story about her anniversary while highlighting in-store products. (See sample video.)
5. Once the guest has watched the video, a listing appears with the products that were featured and special notes from Giada on how and when she used the products. The guest can then use this list to shop the store. She can purchase an item online and have it delivered to her home if the item is out of stock.
6. Finally, she is presented with digital coupons, both for featured products on this trip and for upcoming purchases. And she is prompted to share images and videos of her celebrations at an online library to inspire other guests.

### *Celebrations* combines three key components of Target's app goals

1. **In-Store:** Planning a celebration requires a person to shop broadly. What are we going to eat? What plates should we get? What am I going to wear? What gift should I buy? What music should we listen to? Do I need batteries for my camera? By making Target a partner in creating celebrations, purchasing is driven to every department.
2. **Personalization:** Memorable celebrations are a unique combination of personal choices. By mining the data from a guest's purchases, Target deepens its bond with her

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by recommending products she might be interested in for future celebrations.

**3. Social:** What do people share most often on social media with their family and friends? The celebrations of life. A wedding. A baby. A birthday. By helping guests share their celebrations, Target strengthens brand identity in all areas of social life.

## Further considerations

While women are Target's primary guest, men too can find value with *Celebrations*, especially when it comes to fashion and gift purchases. And *Celebrations* has the potential to adapt to different seasons. For example, it can offer seasonal inspirations during December and fitness inspirations in January.

## Our Team:

*Elizabeth Giorgi is a writer and filmmaker from Minneapolis. She was nominated for a Webby and won an Emmy for Science of Watchmen, a documentary short about the physics in the comic book movie, Watchmen. She's a technology obsessive and works as a digital strategist for clients ranging from the Mayo Clinic to Carlson Wagonlit Travel. She blogs about mixing life as a nerd with her career at beinggeekchic.com and writes about the intersection of technology and design for Apartment Therapy.*

*Ann Aronson is assistant vice president of marketing at the University of Minnesota, responsible for developing University-wide branding and marketing strategy. She has over 20 years of experience in marketing, advertising and corporate philanthropy. She served in management positions at Ruder Finn Public Relations and Carmichael Lynch Advertising, and for many years at Target Corporation, where she pioneered cause marketing for the company's primary causes of education, the arts and social services. She shares a busy home with her author husband, two brilliant daughters and two not-so-brilliant cats.*