

Creative Testing: *Text to shopper*

May 5, 2025

May 2025

Methodology

Objective:

- Test three creative executions to determine the effectiveness at conveying the message: Target offers same-day delivery, and I can text with my shopper while they’re shopping (for any last-minute needs).
- Ensure the message differentiates from “same day delivery.”

Testing Approach:

- 3 creative executions were tested, labeled as Along The Way, Last-Minute Additions and Delivered ASAP.
- Each ad was shown to respondents and then three questions were asked: main message, relatability and ease of comprehension before the next execution was shown.
- Summary questions were asked on the most effective tagline and key learnings after all three creatives were shown.

Sampling methodology:

This survey was executed by The Harris Poll among a nationally representative sample of 951 U.S. Women aged 25 to 54, conducted online from May 2nd to May 4th, 2025. The margin of error for the total sample is +/- 3.2 pts on a 95% confidence level.

Respondents for this poll are recruited through opt-in, web-panel recruitment sampling. Recruitment occurs through a broad variety of professional, validated respondent panels to expand the sampling frame as widely as possible and minimize the impact of any given panel on recruiting methods.

	<i>N Size</i>
<i>Age 25 5o 34</i>	<i>330</i>
<i>35 to 44</i>	<i>327</i>
<i>43 to 54</i>	<i>294</i>
<i>Household income <50K</i>	<i>438</i>
<i>Household income 50K+</i>	<i>513</i>
<i>Parent of children in household</i>	<i>470</i>
<i>Employed full-time</i>	<i>476</i>



Executive Summary & Recommendation

- *The creative with the tagline “Get same-day delivery and text with your personal shopper along the way” performed very slightly edged out “Get same-day delivery and text a personal shopper for last-minute additions” in the head-to-head assessment (43% versus 40%).*
 - *“Text with a personal shopper and get it all delivered asap” was significantly below either of these options (17%).*
- *When evaluated independently, all three creatives perform well on ease of comprehension.*
- *About two in three respondents mentioned they learned something new from the creatives. Top keywords used include “Shopper or Personal Shopper”, “Text”, and “Delivery”.*
- *However, the creatives do not necessarily clearly differentiate the message of “text with your shopper” versus “same-day delivery.” When asked for the main message, regardless of execution, same-day delivery has greater mentions than messages associated with communicating with the shopper.*

Recommendation:

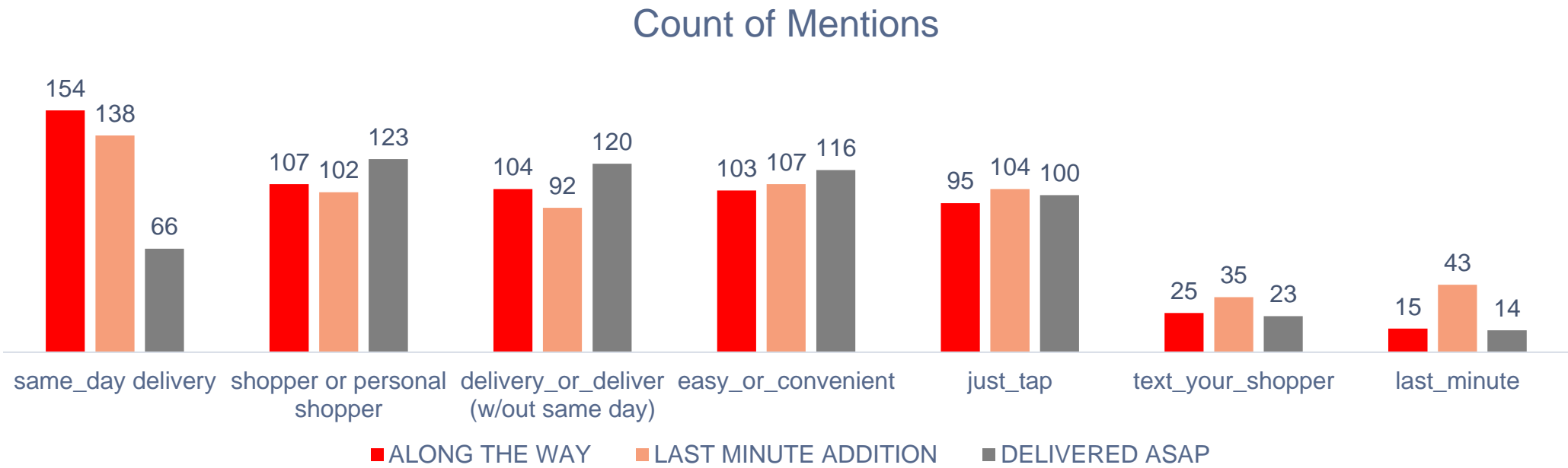
- *Based on the findings, we recommend proceeding with the tagline focused on last-minute additions. While “along the way” had a slightly higher preference score, the open-ended responses suggest that last-minute additions better reflect the benefit of the “text to shopper” offer.*



Creative Assessment

Main message is focused on delivery

When asked for the main message, the top mentions included delivery (or same-day delivery), shopper or personal shopper, ease and convenience, and “just tap.” There were relatively fewer incidences of text and shopper appearing together.



This analysis suggests that the message of delivery resonates more strongly than texting with a personal shopper while shopping.



Illustrative quotations

ALONG THE WAY	LAST MINUTE ADDITION	DELIVERED ASAP
That when you go on the Target app to order same day delivery you can receive text from your personal shopper	Just Tap Target is a personal shopper that is easy to use with just a tap from anywhere, like your home. It is also convenient to use because of same-day delivery.	Just tap target, easy to have your order delivered to your door and shopped for with your personal shopper with the app.
The advertisement shows how easy and fast it is to order online using the target app and have your items delivered.	You can get same day delivery and text with a personal shopper when shopping with Target online.	Just tap the target app to find items you see with your phone to have delivered to your home by a personal shopper who will text you options and delivery updates.
Get same day delivery and text with your personal shopper all through the target app.	Target app lets you get same day delivery and you can text with a personal shopper	Target's personal shopper app is convenient for a busy life.
Use the just tap target app to have a personal shopper get what you need from target and to deliver it to you. Same day delivery.	When you order from Target for a same day delivery, you can text your personal shopper with last minute changes, needs.	Same video as before - Target customers can text their personal shoppers to add items into their same day orders.
Same day delivery and you can text with your personal shopper. At target.	With the Target app, customers are able to text their personal shopper & add additional items to their orders - very helpful!	Targets online ordering is easy and convenient
The main message is that target offers same-day delivery and allows you to text with your personal shopper along the way	It's easy to shop online via Target mobile app for same day delivery	That Target offers same day delivery and that you can text with the shopper who is gathering your order.
That Target can make your shopping quick and easy with a personal shopper and fast delivery	With Target, you can get same-day delivery and text your personal shopper for any last-minute additions.	Using one of Target's personal shoppers is fast and easy.
You can get same day delivery and text with a personal shopper at Target.	The ad is about opting for the option of a same day delivery with Target, as this is easy, convenient and fast	Target offers same-day delivery to its customers where you text with your personal shopper and get it all delivered
Target offers same-day delivery and text to your personal shopper.	Get a personal shopper using the Target App. Same day delivery too.	Talk to a personal shopper and get it all asap when you just tap target.
Same day delivery and texting with your personal shopper through Target	To shop online for all items at Target and get the items the same day you place the order and you can have a personal shopper bring the items to your home.	It's easy to shop online at Target via the app for fast home delivery
When just tap Target you can get same delivery and have a shopper get everything you need and order right from the app to you.	Target provides same day delivery when you shop online with a personal shopper.	Text your personal shopper at Target and have them get everything and deliver at ASAP for you
target offers same day delivery that includes texting your personal shopper	Shopping online and having order delivered same day plus you can text with your personal shopper	You can order on their app for same day delivery with a personal shopper

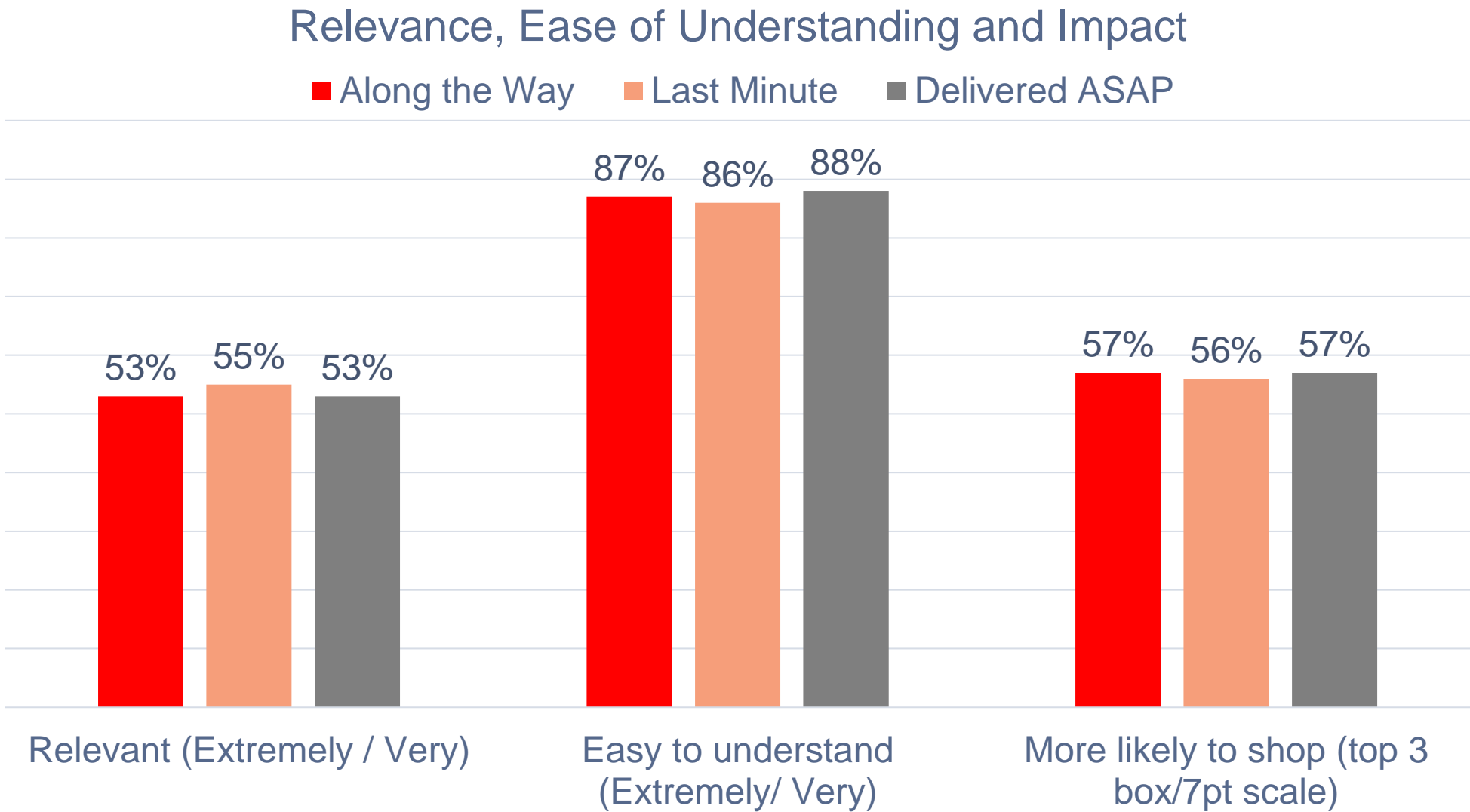


All creatives resonate

The creatives perform well on all three metrics:

- The scores for relevance and comprehension reflect strong creatives from a connection and communication perspective.

The ads were the same visually, with the difference being the message at the end. As such, we see little to no difference in the scores.



ALONG THE WAY: Get same-day delivery and text with your personal shopper along the way
LAST MINUTE: Get same-day delivery and text a personal shopper for last-minute additions
DELIVERED ASAP: Text with a personal shopper and get it all delivered asap

How relevant is this advertisement to you personally? To what extent is this advertisement easy to understand?
How much more or less likely are you to use Target for same-day shopping after seeing this ad? N=951

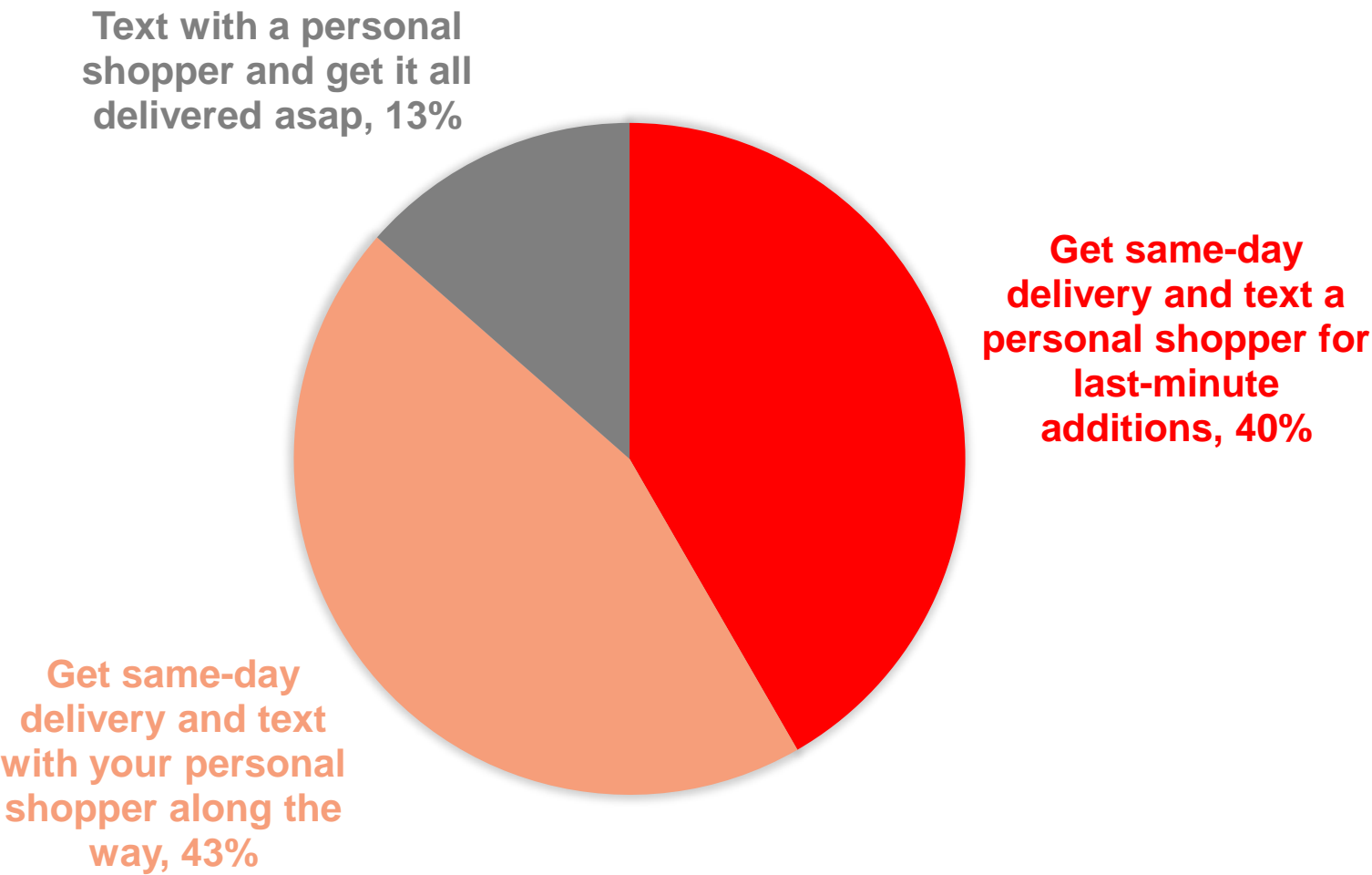


Along the way, and last minute outperform delivered ASAP

The three videos had three different messages at the end of the video. These are shown below. Which of these messages is most effectively communicating the following: **Target offers same-day delivery, and I can text with my shopper while they’re shopping (for any last-minute needs).**

Texting with your shopper along the way and texting for last-minute additions perform equally well at conveying the message.

Results are similar regardless of the reported frequency of same-day shopping at Target, reinforcing the strength of these two options.



Key learning focuses on the personal shopper

The key takeaways and learnings from the creatives were focused on the following themes and key words:

- *Shopper: shopper, personal shopper, additions*
- *Communication: text, texting, communicate*
- *Speed & Convenience: same-day delivery, fast, easy, convenient, easier*
- *Platform & Access: target, app, tap, online, order, use*
- *Learning & Surprise: learned, realize, new, didn't know*

30% of responses indicated they did not learn anything from the creatives.

Count of mentions excluding No or Nothing



Word Cloud - LEARN Tab (Excluding Yes/No/Uncertainty Words)



Did you learn anything new about Target's same-day delivery through these advertisements? N = 951



Illustrative quotations

Yes, Just Tap Target is easy to use because you can text a personal shopper for any last-minute additions.
Yes I learned Target has a personal shopper that you are able to text as your order is getting ready with all last minute additions
Yes, I learned that Target’s same-day delivery is fast, convenient, and includes personalized assistance like getting product suggestions from staff making shopping easier and more thoughtful for families.
yes, that I could text my personal shopper to add items to my order.
Yes, the advertisements highlighted that Target offers convenient same-day delivery options, including delivery right to your door in as little as an hour, which makes shopping faster and easier than expected.
I learned that I can add to my order at the last minute by texting my personal shopper.
They have same day delivery and even a personal shopper who will text because we usually always forget something.
I didn't know you could text the shoppers at target. That's convenient
Yes, you can text your personal shopper for additions to your order.
Yes. I didn't know they delivered or got your order ready like that and the texting my personal shopper.... Awesome!
Yes. I learned that you can text with a personal shopper while they are assembling your order.
I learned you can speak with your personal shopper along the way as you are doing your Target order.
You can get same-day delivery and text with your personal shopper
That you can order using their app and also communicate with your personal shopper if you need anything.
That you can order on the Target app and also get same-day delivery did not know who this



Thank you!

- Get same-day delivery and text with your personal shopper along the way. Just Tap Target.
- <https://next.frame.io/share/7913655c-2938-42d2-8357-9324104bb7c1/view/ef87d534-e4e2-4d99-9463-72c7b3a4c45b>
- Get same-day delivery and text a personal shopper for last-minute additions. Just Tap Target.
 - <https://next.frame.io/share/7913655c-2938-42d2-8357-9324104bb7c1/view/b0544ebb-e9ec-4951-9cb1-5537b8381295>
- Text with a personal shopper and get it all delivered asap. Just Tap Target.
 - <https://next.frame.io/share/7913655c-2938-42d2-8357-9324104bb7c1/view/2b9441a5-8637-48c4-950c-2ae9c031df46>

