

TARGET



GROUP 17
TARGET

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THE “PROBLEM”



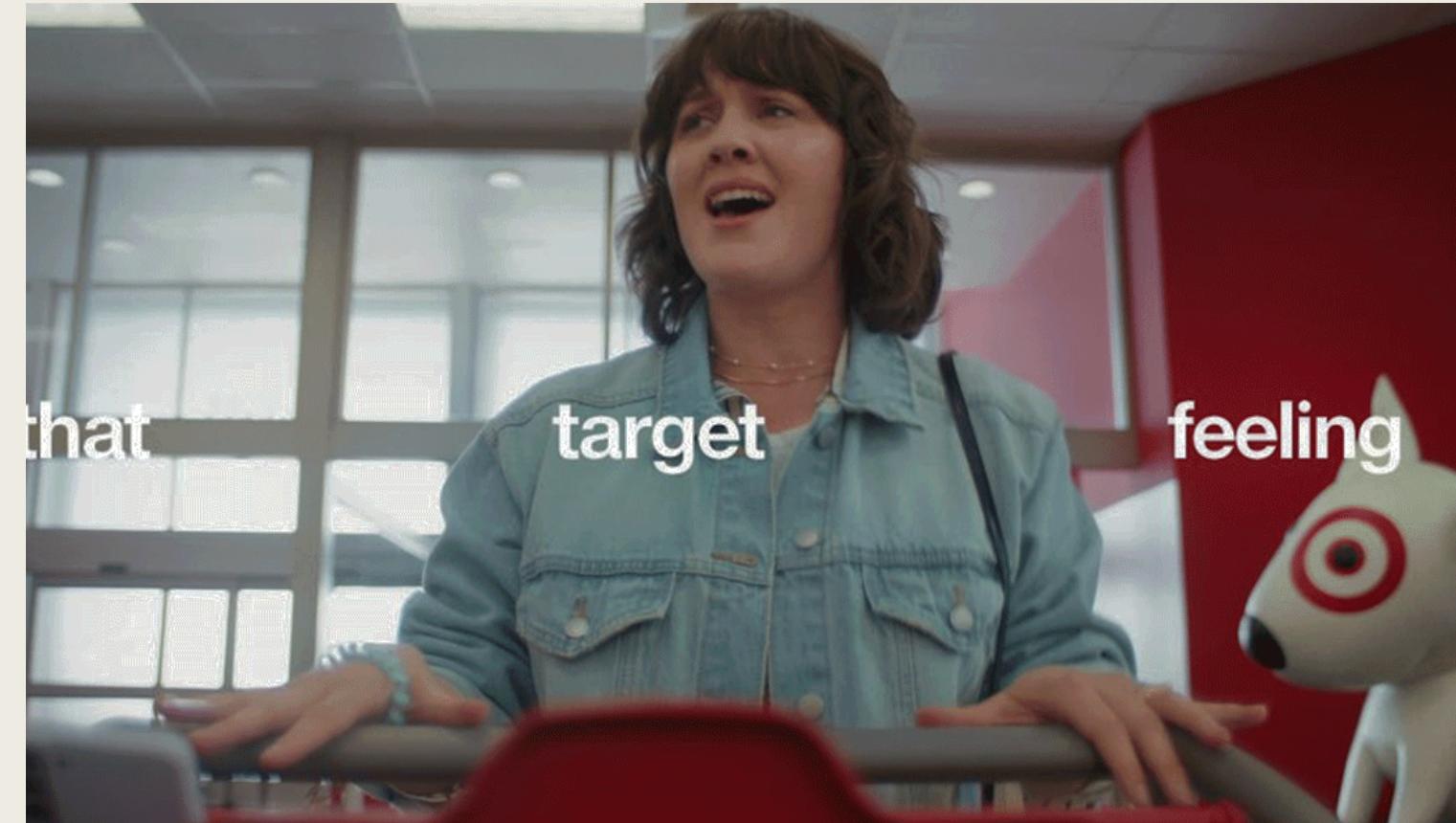
1. Competition from Amazon & Walmart on price and speed
2. Target's emotional connection has weakened
3. Needs to stand out through experience and meaning

VISION: THE AD MUST SOLVE THE PROBLEM OF RE-ESTABLISHING EMOTIONAL LOYALTY. REMINDING CONSUMERS THAT TARGET ISN'T JUST A PLACE TO SHOP, BUT A PLACE THAT BRINGS JOY, CONNECTION, AND PURPOSE TO EVERYDAY LIFE.

WHAT IS TARGET?

BRAND DESCRIPTION

- Founded in 1962, Minneapolis, MN
- Offers affordable, stylish, high-quality products
- Known for “cheap-chic” value and design
- Iconic red bullseye = optimism & reliability
- Seamless in-store and online shopping



PRODUCTS



A
N E W
D A Y

» ALL IN MOTION

Cat & Jack

THRESHOLD

Product Categories:

- Apparel & Accessories
- Home Goods
- Electronics & Entertainment
- Groceries & Essentials
- Beauty & Health

Private Label Brands:

- Good & Gather
- Cat & Jack
- A New Day
- Threshold
- All in Motion

BRAND BENEFITS & REASONS TO BELIEVE

BRAND BENEFITS

Affordable style and quality

One-stop convenience

Seamless in-store & online shopping

Inclusive, family-friendly culture

REASONS TO BELIEVE

Trusted private-label brands

Exclusive designer collaborations

Easy-to-use app & website

Target Circle loyalty rewards



BRAND TARGET

PRIMARY AUDIENCE:



- Young families
- Shoppers seeking trendy and accessible products
- Consumers who value both quality and good prices

BRAND INSIGHT

- Style, quantity, and affordability
- Everyday shopping fun, inspiring, and effortless
- Feels like a joyful experience, not a chore



BRAND GROWTH IDEA



- Private label collections
- Digital personalization
- Store localization
- International e-commerce or partnerships
- Experiential retail concepts

BRAND MISSION



“To help all families discover the joy of everyday life”

ADVERTISING BRIEF

THE “PROBLEM”



Target Needs to Remind People why it's Special and Relevant in a World Full of other Easy and Online shopping Options Such as Amazon or Walmart.

COMMUNICATION OBJECTIVES



- Reposition Target as a brand that celebrates everyone: inclusive, creative, and embracing joy in everyday life
- Strengthen the emotional connection between Target and its customers
- Remind people Target is the “feel-good” store that blends convenience, quality, and fun
- Encourage people to see Target as more than a store, but as a place that reflects who they are and what they value

TARGET AUDIENCE



Primary Audience:

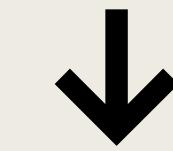
Millennials and Gen Z who value style, convenience, and authenticity

Secondary Audience:

Families and adults who trust Target

AUDIENCE INSIGHT

Consumers Want Brands
that Feel Real and Easy
to Connect With



TARGET

PROMISE & BIG IDEA



“More Than
Just A Store”

WHY TARGET CANDOIT



- Trusted Reputation
- Design For All
- Cultural Relevance
- Experience
- Feel-Good Factor

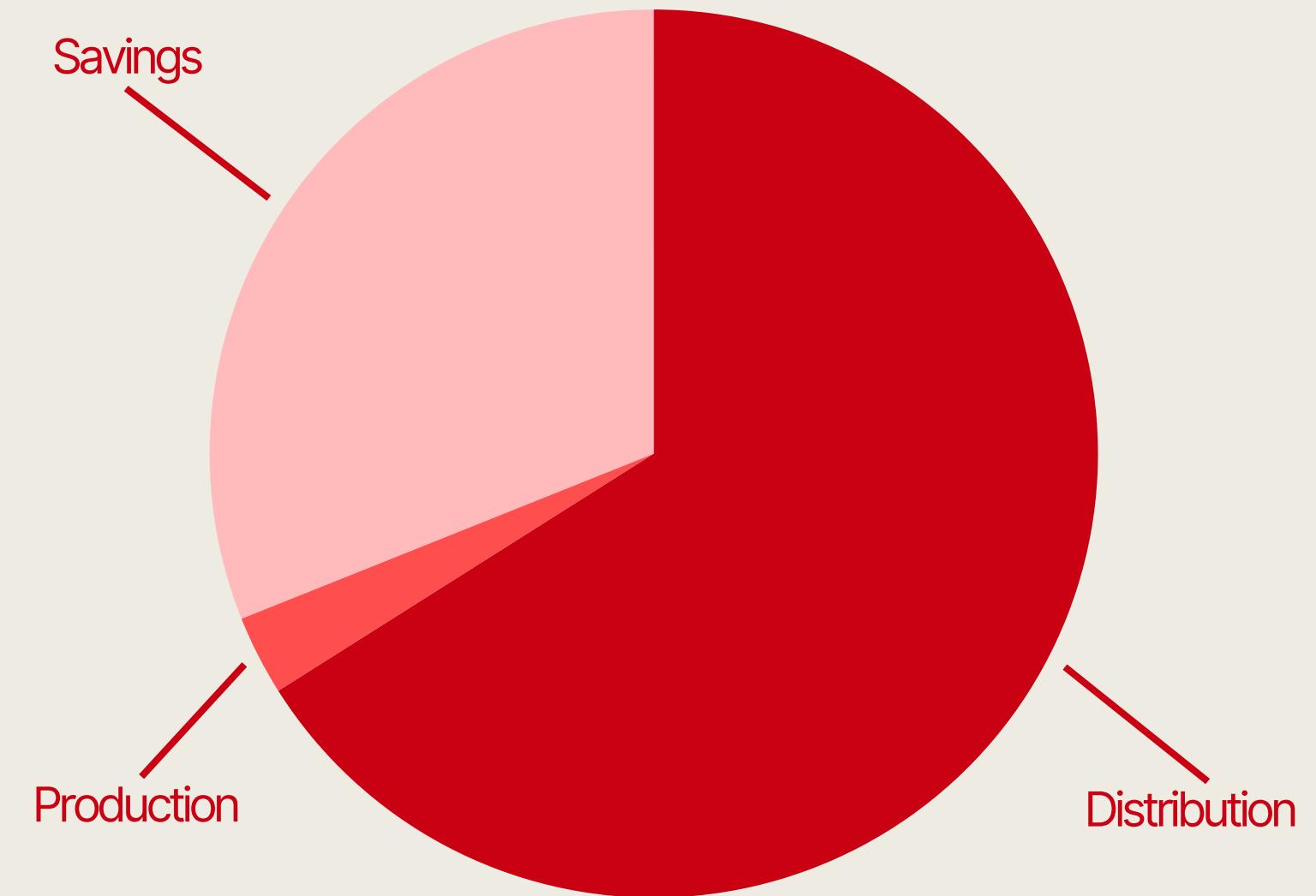
TONE & BRAND CHARACTER



- Inclusive
- Optimistic
- Authentic
- Playful

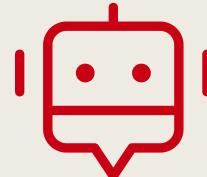
COST OVERVIEW

- **Total Spent:** \$6.87M of \$10M budget
- **Production Costs:** \$289K
- **Production Costs Savings:** \$1.59M (Saving 82%)
- **Cut Costs:** Actors, Set Design / Rental, Production Crew, Travel & Logistics, Filming
- **Distribution Costs:** \$6.59M (Social Media & TV)



PRODUCTION COSTS

(Assuming 4-month Production Timeline)



AI Tools: \$288
Runway Gen-3 Alpha



Project Management: \$53K
In-House Team Salaries



Legal & Brand Compliance Review: \$60K
In-House Team Salaries

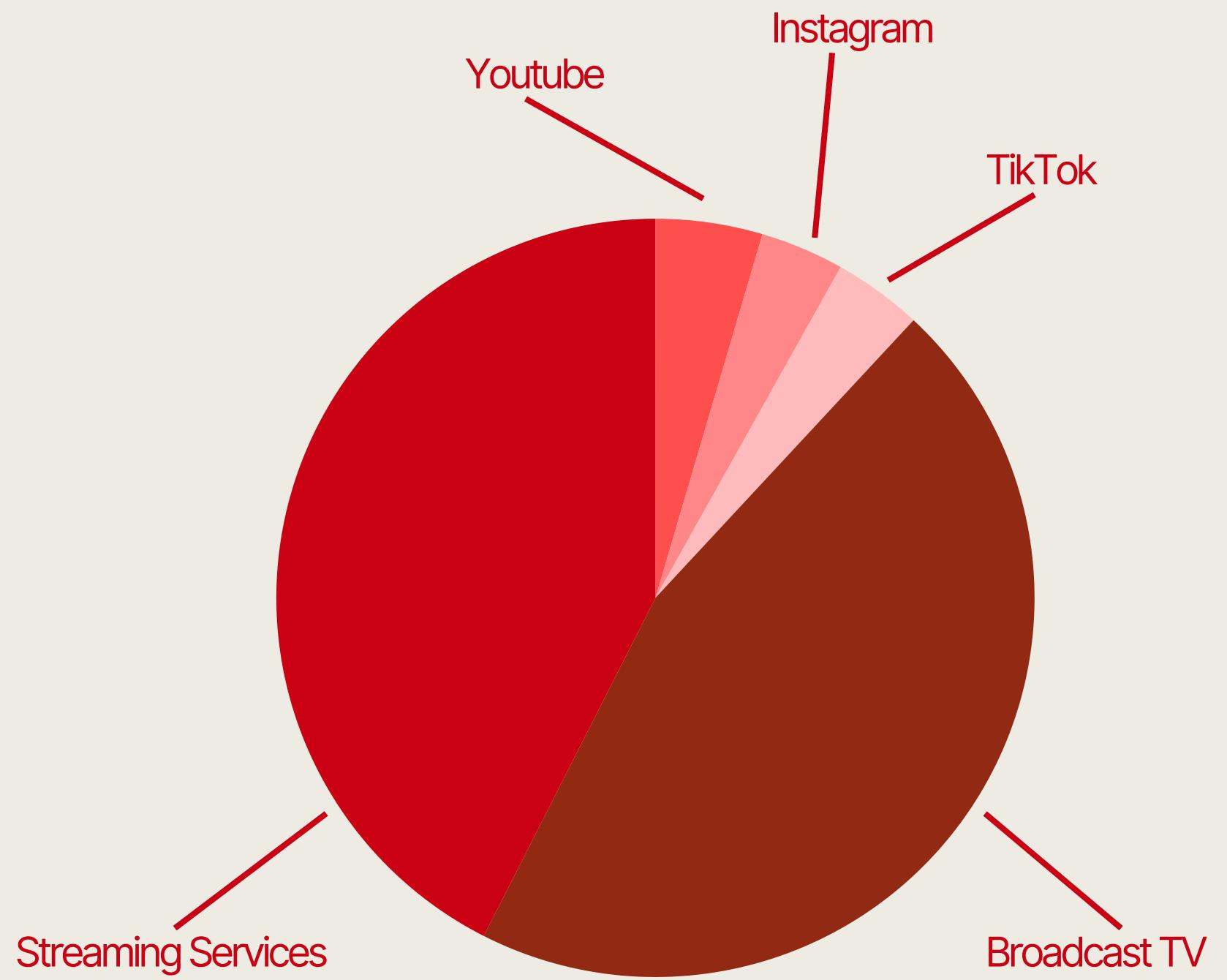


Concept Design: \$96K
Consultant Salaries

Production Total: \$289K (4.2% of Budget)

DISTRIBUTION COSTS

- **Social Media:** \$785k
75M impressions across YouTube, Instagram, and Tiktok
at 12.2 average CPM (Cost per 1000 Impressions)
- **Broadcast TV:** \$3M
120M impressions at \$35 CPM
- **Streaming Services:** \$2.8M
80M impressions at \$25 CPM
- **Distribution Total:** \$6.59M (95.8% of Budget)



COST SAVINGS

Total Savings: -\$1.35M



Actors: -\$250K



Set Design / Rental: -\$500K



Filming: -\$200K



Production Crew: -\$250K



Travel & Logistics: -\$150K

 **invideo/target****Storyblocks**

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