



Target

Kaelyn Buenaseda - Andria Jose
Kristien Monton - Zoe Ondas



Table of Contents

Executive Summary...3	SWOT...11
Company Mission Statement...4	Target Audience...12
Company Analysis...5	Buyer Persona...13
Primary Research...6	Marketing Objective & Strategy...14-15
Consumer Analysis...7	Communication Objective & Strategy...16-17
Market Analysis...8	Creative Brief with Specs, Schedule, and Budget...18-21
Product Analysis...9	Evaluation...23
Competitor Analysis...10	Appendix...24



Executive Summary

Target offers high-quality, on-trend merchandise at discounted prices in clean, spacious, guest-friendly stores and through its digital channels. With the application of our campaign, the goal is to generate awareness of exclusive Cartwheel offers on the Target application. This would lead to an increase of sales in retail 4% and online by 3% in our target demographic of adults, ages 25-44, amongst various departments by December 2020.



Company Mission

Target lays down ambitious investments to transform and elevate the ultimate shopping experiences for consumers. When discussing good design, we don't just mean how something looks, but also how it satisfies a need, how it simplifies your life, and how it makes you feel.



"Our purpose is to put the needs of people, communities and the planet at the center today, all to help create a better tomorrow."

<https://corporate.target.com/>



Company Analysis

Formally known as Goodfellow Dry Goods, founded by banker and real estate investor, George G. Dayton on June 1902 in Minneapolis. Dayton's belief was "the higher ground of stewardship." Dayton's stores were soon to be known for dependable merchandise, fair business practices, and generous spirit of giving. After his death, his son George N. Dayton transitioned into his father's position and sought out to promote prosperity and wellness of the mankind.

1962 → The first Target store opens its doors with the infamous bullseye logo.

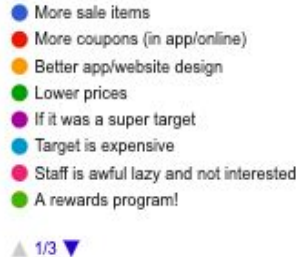
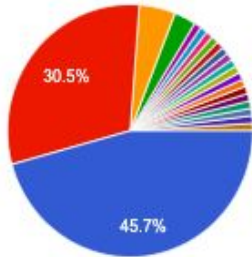
1999 → Target launches Target.com for online purchases and engagement.

2012 → Target allows guests to shop wherever, whenever and however they want with the launch of the Target app.

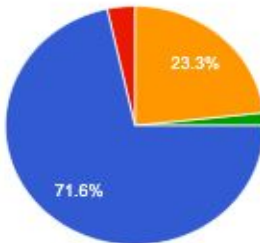


Primary Research

What would make you shop at Target more?



What is the ultimate deciding factor when purchasing an item?



Largest response group were consumers aged 25-44 with an annual income of at least \$80k that choose to shop at Target.

Biggest thing people avoid buying from Target-

Groceries (34.9%)

Sports & outdoors (26.7%)

Pet supplies (25.6%)

Why do you use the target app?

- Convenience
- Sale items
- Cartwheel helps find items at the store
- Extra discounts
- Price checking
- Faster and easier for me
- Scanning feature



Consumer Analysis



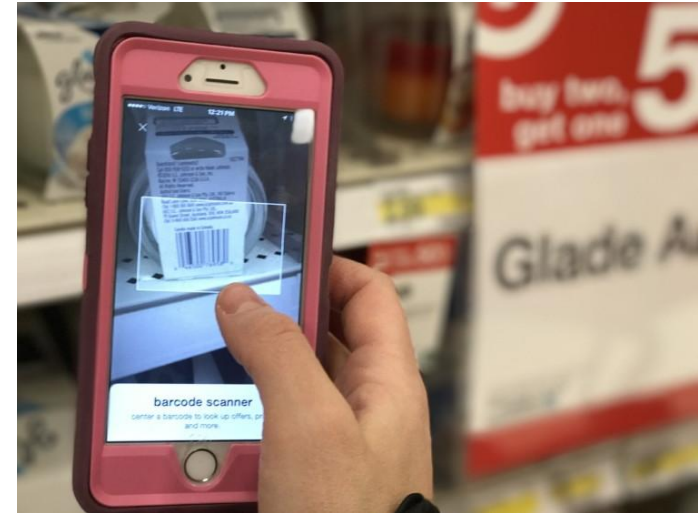
The average Target consumer can be summarized in three words, “female, young, and chic.” The median income of a Target consumer is 60k, **43%** have children in their households, and **57%** have completed college. **60%** of Target shoppers are also of Caucasian descent. (PYMTS, 2019)



Market Analysis

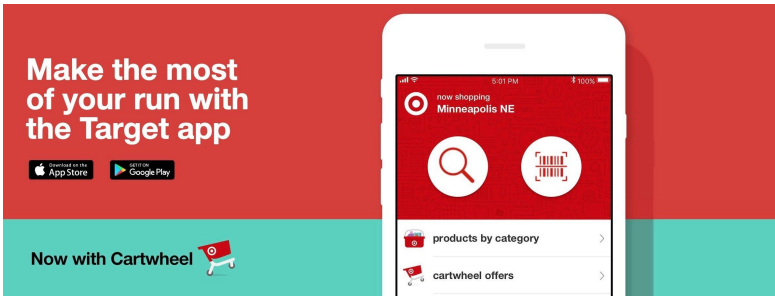
Target is the second largest chain retailer.

The market is advancing onto various technological platforms where there is an increase in demand for phone applications for consumers. The Target application, hosted by Apple and Android, can also drive profit and offer more convenience for consumers. (IBISWorld, 2019)





Product Analysis



The Target application is tailored to make shopping experiences easier for consumers by presenting sales promotions in an innovative way. With over 40 million downloads, the Target application is where consumers can snag exclusive Cartwheel deals, map out their shopping trips, and check prices and inventory for both online and in-store products (Aouad. 2017).



Competitor Analysis



Target's direct competitors are Walmart and Amazon. Walmart has 4,761 locations and is one of the most recognizable retailers in the nation. At the end of their fiscal year, January 31, 2019, Walmart's generated \$514.4 billion in revenue. Employing their mission of "Save money Live Better", Walmart creates opportunities and values their customers. Their strategy is to make every day easier for busy families, operate with discipline, and make trust a competitive advantage. In comparison to many retail chains Walmart supercenters, discount stores and neighborhood markets are open 24 hours each day.

Amazon is a direct competitor in the online marketplace. As the leader in e-commerce marketplace and cloud computing platform. Amazon annual revenue for 2018 was \$232.887B, a 30.93% increase from 2017. The company obtains strong customer relation in their prime memberships and two-day delivery service both online and mobile application based. Its wide selection of books, electronics, music, furniture, and apparel leads in sales. This process captures and tailors the customer's buying pattern for related and future purchases, with a total number of 197 billion mobile app downloads in 2017. The website and mobile application create a simple buying experience. Their seamless merging of design and content ensures that Amazon pages attract and convert relevant web traffic.



SWOT



Strengths

Multiple selling channels help brand awareness, store traffic, and sales.

Greatly improved revenue during FY2018 to \$72M. Contribution of new stores and 1.3% increase in comparable sales is responsible for growth.

Leading market position by being one of the largest general retailers in the US.

Weaknesses

Lawsuits are damaging to company reputation and result in impact on brand image in the marketplace.

Liquidity Position was 0.9 in FY2018 which is lower than competitors (Walmart and Amazon). Liabilities also increased 3 percent from previous year and suggests that company is less likely to meet short-term obligations.

Opportunities

Many retailers like Walmart are not allowed in certain areas due to size. Target can take advantage of expanding to “urban markets” with smaller stores to fit the city.

Target private label expansion to offer more quick, easy and healthy options; especially in departments of food, home, and beauty.

Threats

Target's leading competition is Walmart which is the number one largest retailer with twice as many retail stores (4,769).

Consumers automatically associate Target as being the more expensive option. Target can make their savings and deals more visible to consumers.





Target Audience

The largest index of Target consumers are aged 25-44 and people with an income of at least over \$80k are most likely to shop there. The target audience goal for this campaign is to increase consumption by 20% for adults 25-44 by expanding within the market that shops there the most.



Buyer Persona



Meet Sam, a 25 year old Los Angeles native. Working as a PR branch manager at LA's hottest firms, Sam always makes it a priority to keep up with the latest trends. She has a passion for fashion and admits she has quite the shopping addiction. The Target App., is a great way for her to utilize the Cartwheel deals and buy the hottest pieces without hurting her wallet.

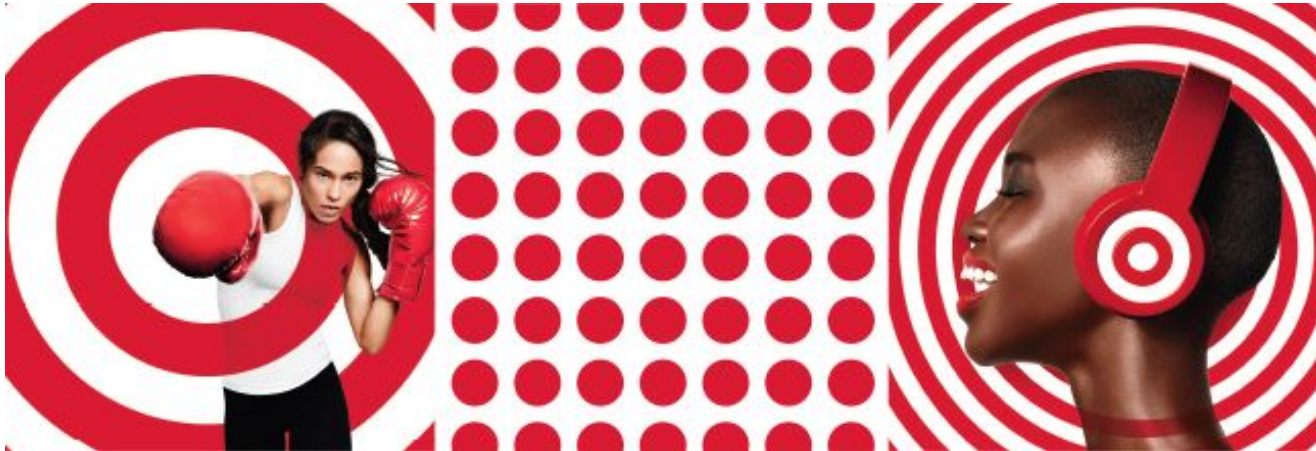
Meet Kate, a 35 year old mother living in Las Vegas with her husband and three kids. Kate works as a Family Nurse Practitioner. She spends her quality time with her children and decorating her dream home. As a mother, Kate loves that the Target app., gives her a chance to look at home decor items and many more. She appreciates that she is able to see what items are in stock online and in-store all from the comfort of her own home.





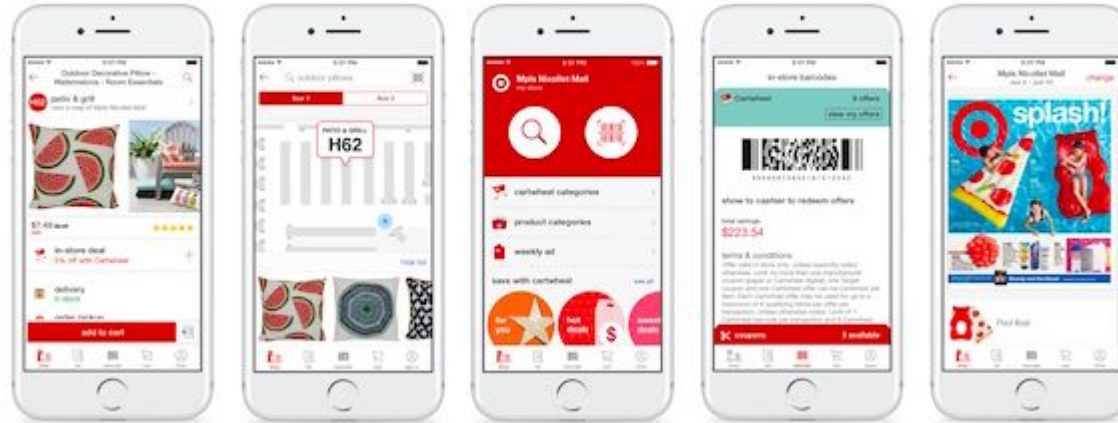
Marketing Objective

- Increase sales in retail 4% and online by 3% in our target demographic of Adults aged 25-44 amongst various departments by December 2020.





Marketing Strategy



- Encouraging downloads of mobile app to drive sales mixed with several media vehicles and hitting at least 1 million downloads.



Communication Objective

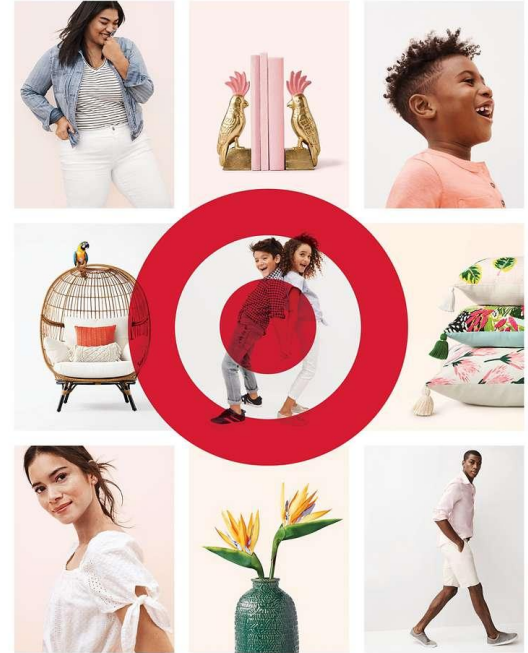
- To establish and maintain top of mind awareness amongst audience by December 2020 in target markets with a reach of at least 75- 80%.





Communication Strategies

- A huge media mix throughout the year combined between paid digital, out of home media, mobile apps to promote sales and brand awareness.

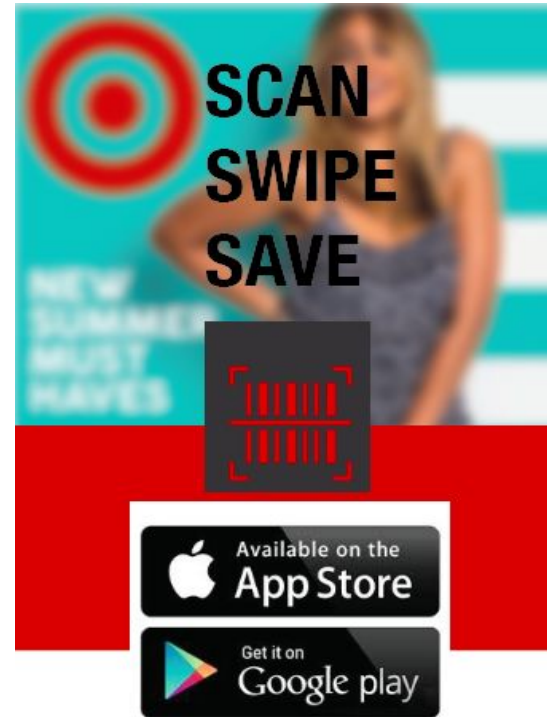




Creative Brief

Encouraging the target audience to download the Target app through friendly and fun advertising that highlights savings through multiple platforms.

The goal is to show consumers Target can be innovative with technology and the way people shop either in person or online while helping them save money.



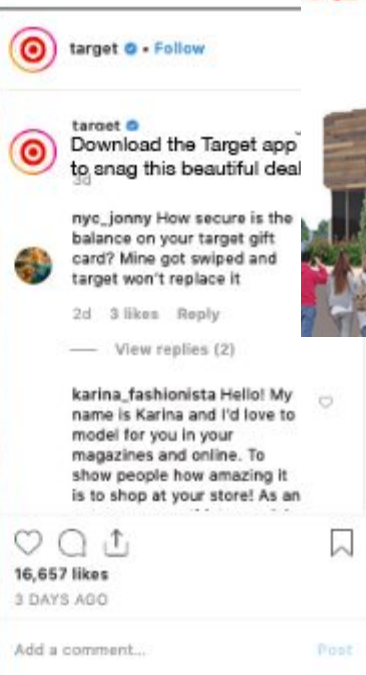
Mood/Tonality/Voice

Trustworthy, Comfortable,
Long Term, Modern, Innovative

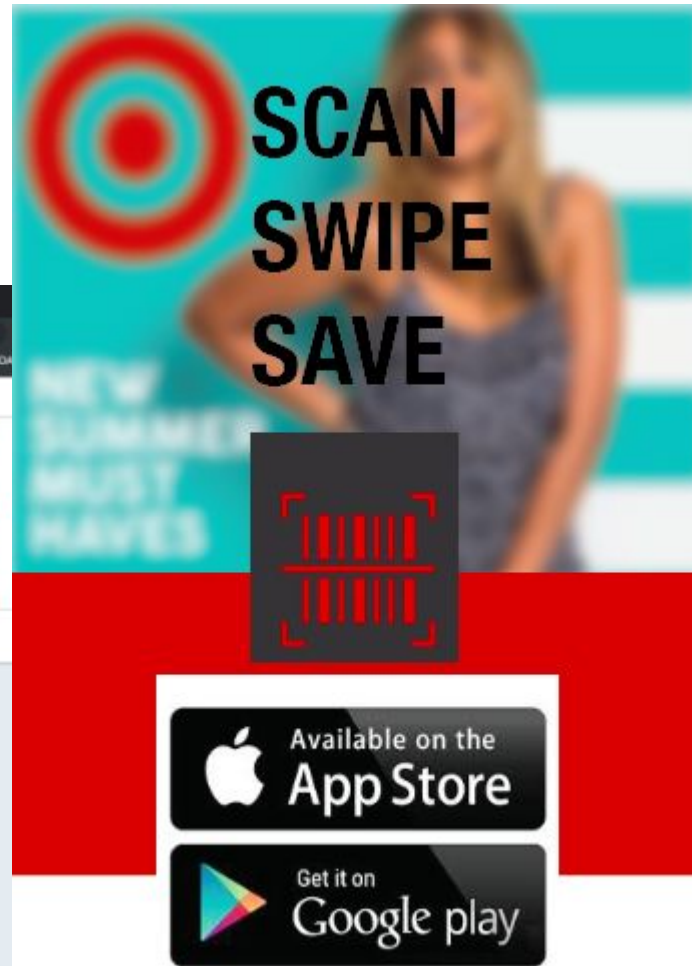
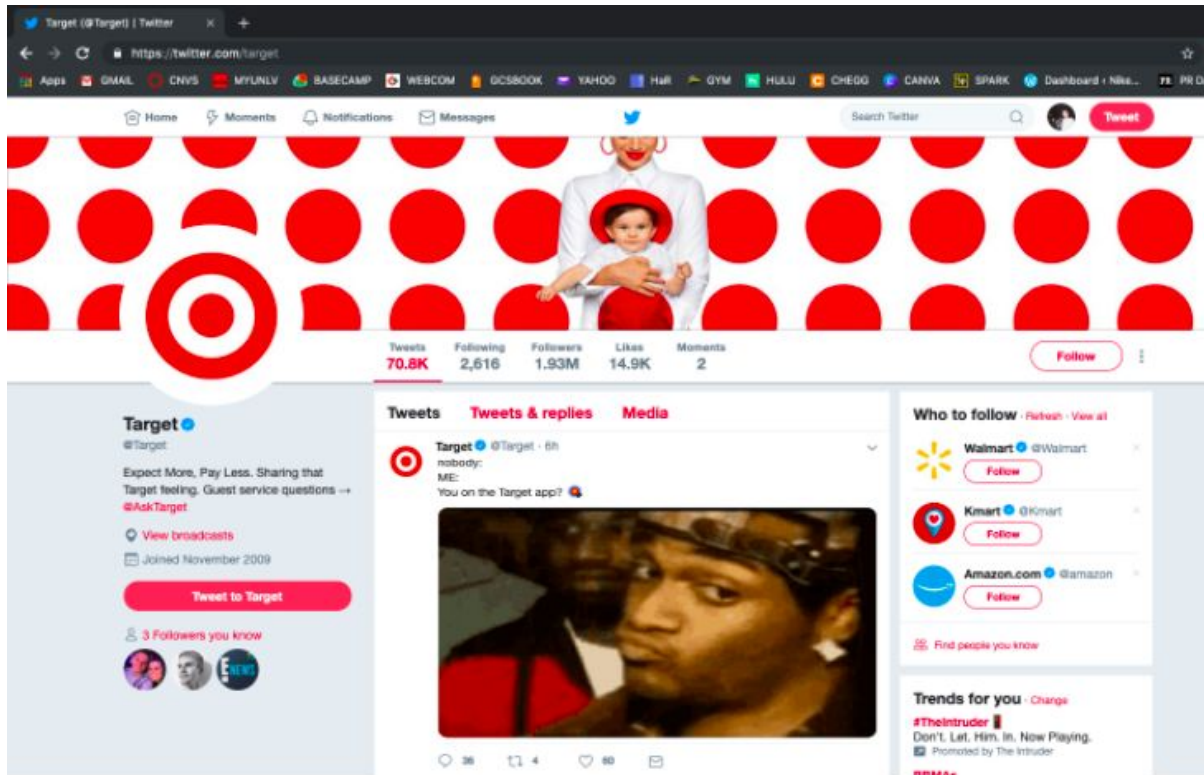


Creative Specs

Scan
Swipe
Save
with lucky 
Cartwheel offers.



Creative Specs cont.





Schedule Timeline

April-June

- April showers, Bring spring savings!
- May the savings be with you!
- Jump into summer and save!

October- December

- Spooky Savings!
- Thankful to Save!
- Holiday Hacks! Save with the Target app!

January-March

- New Year, New way to shop!
- Savings you and your whole family can fall in love with!
- Scan Swipe Save with lucky Cartwheel offers!

July-September

- Soak up the savings!
- Scizzors, Shirts & School Savings oh my!
- Fall into the savings!

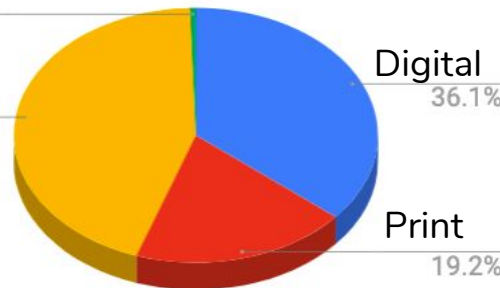


Employee
Compensation

0.5%

Social

44.2%



	January- March	April- June	July-September	October- December
Digital				
Video Production	360,000	360,000	360,000	360,000
Commercials	4,050,000	4,050,000	4,050,000	4,050,000
Radio	12,000	4,000	8,000	12,000
Internet Ads	90,000	90,000	90,000	90,000
				18,036,000
Print				
Bus Stop Signage	30,000		30,000	
Billboards	1,950,000	1,950,000	1,300,000	1,950,000
Magazine	400,000			2,000,000
				9,610,000
Social				
Influencers	300,000		1,000,000	
Instagram	252,000	252,000	252,000	252,000
Twitter	2,700,000	2,700,000	2,700,000	2,700,000
Facebook	1,500,000	1,000,000	1,500,000	1,500,000
Snapchat	495,000	330,000	165,000	495,000
Youtube	400,000	400,000	600,000	600,000
				22,093,000
Employee Payment	65,250	65,250	65,250	65,250
				261,000
				50,000,000



Evaluation

In conclusion to our one year long campaign, we will measure success by how many people between the ages of 25- 44 purchase from Target to increase sales and how many downloaded the Target mobile app.

The use of concurrent testing in the middle of the campaign and post testing will help us evaluate the effectiveness of our advertising campaign. By content analysis, we will know which ads on various social media were successful and which failed. Post-testing will focus on sales and attitude/awareness. The attitude/awareness of our consumers during and after the campaign are vital in seeing shoppers' relationship with Target. By the end, our goal is to have our consumers with top-of-mind awareness of the Target brand since we are guiding people toward Target being their one stop place to shop. Sales will measure our success toward our goal of a 4% increase.

We will track our campaign by calculating the amount of downloads of the Target app, the amount of engagement (likes, comments, and shares) on social media platform ads. Specifically paying attention to impressions on the pages and interactions throughout the campaign to track our goals and at the end to determine our success. In the end we are wanting to see if Adults 25-44 will increase the amount they shop at Target either in person or on mobile app and if the Target brand is top-of-mind regardless of it being a little more expensive. Overall, we want Target to be seen as an easy and still affordable place to shop in person or online including mobile.



Appendix

<https://www.statista.com/statistics/255965/total-number-of-target-stores-in-north-america/>

<https://corporate.target.com/about/>

<https://www.pymnts.com/news/retail/2016/average-target-shopper-customer-demographics/>

<https://www.retailcustomerexperience.com/articles/how-target-is-embracing-the-human-touch-to-beat-the-competition/>

<http://ezproxy.library.unlv.edu/login?url=https://search.proquest.com/docview/1561252921?accountid=3611>

https://app-avention-com.ezproxy.library.unlv.edu/company/1215b0cc-707c-34d5-b162-da0e74aaafcc#report/company_summary

<https://www.ibisworld.com/industry-trends/specialized-market-research-reports/technology/electronic-online-entertainment/smartphone-app-developers.html>