



Objective/Success

Target has utilized the transitional space in the rear seasonal "flat" after Christmas for a number of different campaigns in the last decade:

- -Global Bazaar: "Handmade" crafts from around the world. (Pier One type product)
- -In With The New Essentials
- -January Event Clubstore-type packaged items

This year they tried something new, and focused the area on Wellness. They wanted flexibly designed displays to leverage the area as it transitioned product away from Christmas trees, ornaments and other décor.



What makes this market unique? How does the sale get closed?

The product was merchandised in such a way as to make the buy spontaneous. As an example, in the photo on the right, you can see the Christmas bulbs that are on clearance directly next to "wellness" items.

With "New Year's Resolutions" coming up and people feeling like they over-indulged over the holidays, health-driven products was the goal. Primarily driven out of spontaneous and "return" purchases.



Insights

Target utilized this flexible space as an opportunity to showcase Product that doesn't appear inline.

-With the focus on wellness, Target is trying to capture trial purchases and individuals that are starting new fitness programs.

"Special/Limited Time" product was balanced with items from the Target fitness aisle, such as weights, yoga mats, etc.



Differentiation

The biggest differentiator was the assortment of products on the rear flat once it was completely set.

This assortment created a design challenge for us and a merchandising challenge for Target as to how to best present the product.

Additionally, the displays would be rolled out in stages.

Consumables such as energy bars, drinks and nutritional supplements were mixed with sun screens and spa products which were also merchandised with fitness products like yoga mats (see right) and free weights.



Message, Brand Equity and Attention



- Well Chosen all sorts of good stuff
- Focus is on wellness, healthy lifestyle focused merchandise.
- The oversized sign (shown above) with the pop off EPS letters drew attention that the area was transitioning away from Christmas. This all set the morning of 12/26, or as soon as the area was clear so items could be moved to the side aisles of Christmas.