

Target Holiday 2016  
GNC's Target Store Spectacular  
Great Northern Corporation, Minneapolis  
Instore Excellence Award



# Target Holiday 2016

Set Dates: 11/1 – 12/25

- Target Holiday Displays 2016
  - Assignment and Objective
  - Concepts, Protoypes
  - Finished Product
  - The Ornament Display: A case study in Shopper Insights
- Target Holiday Signage 2016
  - Assignment and Objective
  - Inspiration, Concepts, Creative Process
  - Finished Product
  - The Insights
- Target Holiday Atrium 2016 - Set Dates 11-10 – 12/28
  - Assignment and Objective
  - Concepts
  - Finished Product



# *Target Holiday 2016 Display Program*

# Target Holiday 2016 Display– Assignment, Objective, Shopper Marketing



**Assignment:** This year, Bullseye is directing a holiday production like no other. We're shining the spotlights on festive ways to decorate and celebrate throughout the store, with one show-stopping experience after another.

The **objective** was to provide effective in-store execution of a variety of product assortments throughout the holiday area in the rear seasonal. This year we were particularly challenged with creating flexible displays that could be multi-purposed from Halloween into Holiday and also from within Holiday as the product sells down. You will see on the following pages the results of this.

Though GNC has run the bins and displays for a few years, we are continually challenged to find new and different ways to present the product in a variety of ways and to leverage the inspirational elements that Target and their agency want to highlight.

From a **shopper marketing** perspective, Target has keyed in on aligning their displays around the events and to ensure there is cross-merchandising available within a given display to invite the guest to not only buy the product they were looking for, but for coordinating and complementary products to complete their celebration.

# Target Holiday 2016 – Display Photos



# Inspiration - Displays



# Concepts versus Production - Displays



Actual Production



# Concepts versus Production - Displays



Actual Production

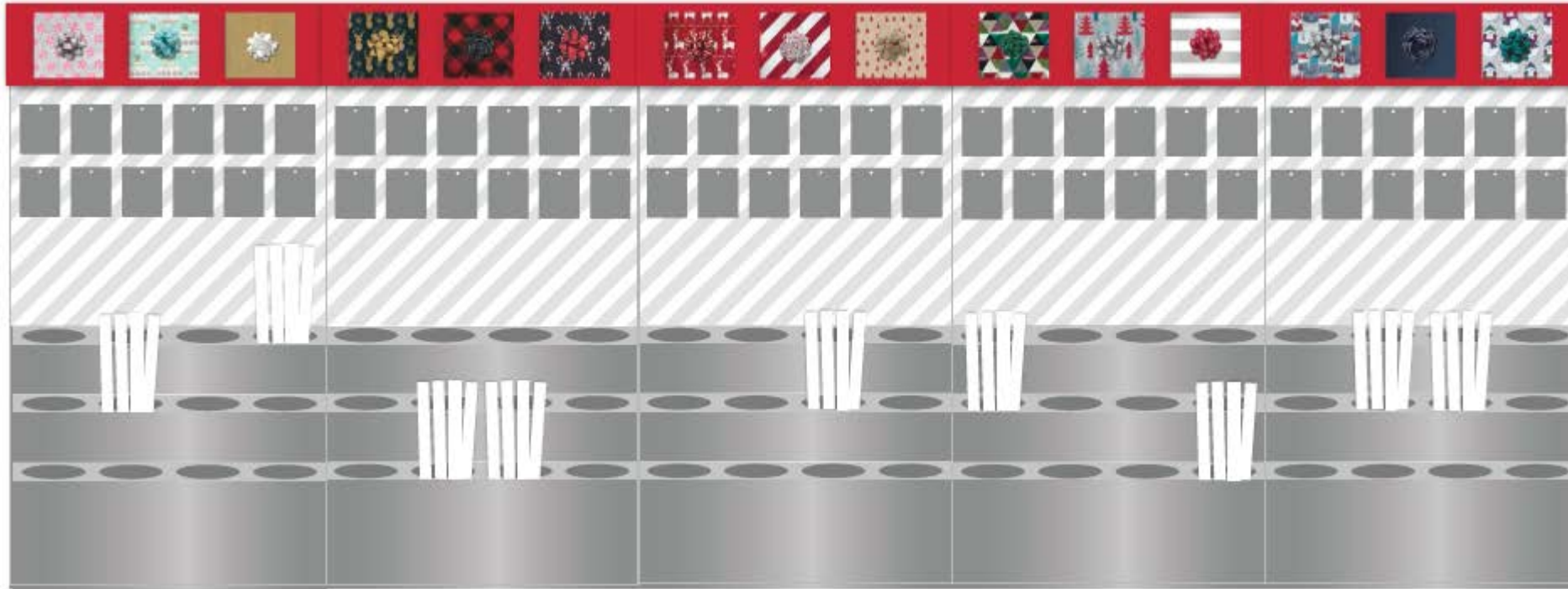
The focus of **Shopper Marketing at Target** is deeply integrated into the Sugar Paper display that we did again this year.

After the first year in 2015, Target has refined the product assortment. From a design standpoint, this display challenges the team immensely due to variety of product being merchandised in a small area and the desire of it to have an upscale look on a budget.

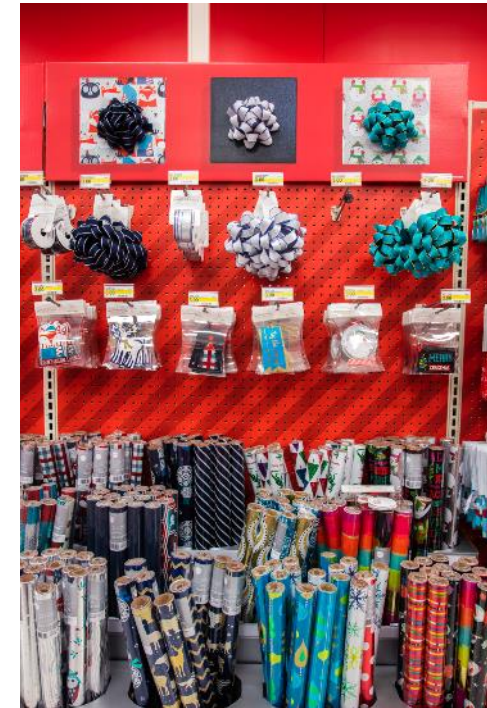
This display has been a success again in 2016 and is on track to have another iteration in 2017.



# Concepts versus Production - Displays



Actual Production



# *Applying Shopper Insights to a Target Display*

# The Convertible Ornament Display: Shopper Insights in use!

## Changing ornament fixtures for wrap drive time



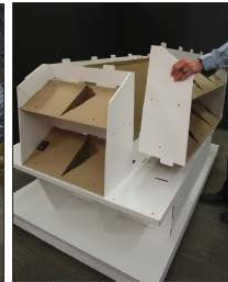
Original ornament fixture



Remove ornament bin trays to flex to gondola shelves



Corner bins  
Remove and discard

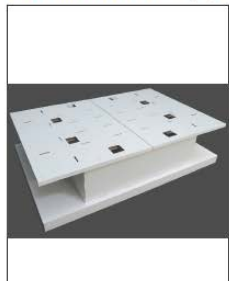


Bin tray holders



Center support

## Bow fixture (1 per store)



Do not remove middle platform  
Locate 6 red mesh bow bins on the platform

## Wrap fixture (1, 2 or 3 per store)



Remove base platform to expose the wrap bins below. In addition, place one of the ornament bin trays on either end of the platform to merchandise wrapping accessories (example gift tags)

Gift wrap is purchased towards the end of December, after the tree trimming is completed. This **shopper insight** was critical in driving the design of the ornament displays this year.

From a **brand equity** standpoint, Target shoppers expect more and want to pay less. To help Target keep that focus while achieving the creative assignment, we designed an ornament display that could be converted to a display to show bows and gift wrap in bulk, when shoppers want to find it. This display was in a high-traffic area to drive early season, high-margin single ornament purchases and to then leverage the space when people move from tree decorating to present wrapping.

The **shopper is led to purchase** because the display is now in a key, focused area of the store, and the gift wrap purchase can become more spontaneous in nature, when the shopper needs it.

# Insights and Feedback

- The 2016 Holiday Display Program has received extremely positive input this year, and as we speak, the convertible ornament display is being used to transition the merchandise in the seasonal area.
- Target's momentum out of the Back To School season and the performance of our displays in that area set the stage for performance in the Holiday season. Target has forecasted a very positive 2016 Holiday season and has communicated to expect similar elements in 2017.
- We have already begun work on 2017 and know that several of the pieces that we did in 2016 will be used in a similar manner in 2017. We anticipate more calls for convertible displays like the ornament display. Additionally, Target is exploring the use of greater, more high-end graphic elements in 2017.

*Target Holiday 2016 Signage Program*

*“We’re not creating signs, we’re creating experiences.”*

# Target Holiday 2016 Signage – Assignment and Objective

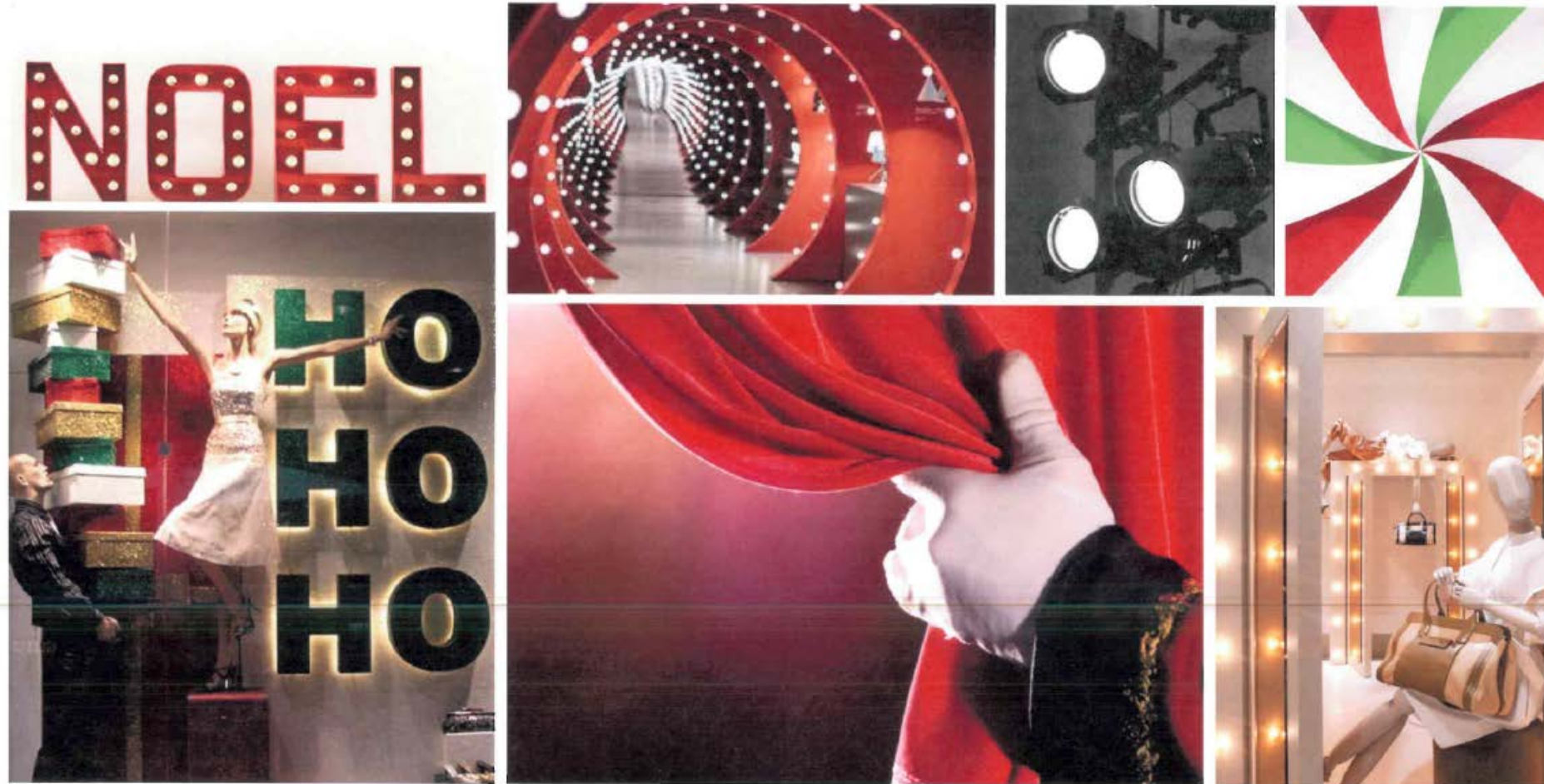


- **Assignment** provided from Target: Create a Holiday experience that amplifies the season and creates memorable moments that break through the everyday in-store experience. The in-store creative will align to the Holiday Spectacular campaign and signal the Holiday season in a Big way at Target. “We’re not creating signs, we’re creating experiences.”
- The **objective** of this program was originally created from a proof of concept challenge that Target gave GNC to create a memorable and effective store experience for their shoppers at the Holiday season. As you will see from the forthcoming concepts, the theme centered around “Spectacular” and the desire was to feature a large, theatre-style marquee at the front of the store. Searchlights would draw attention to the event for the shopper. Signage elements throughout the store would bring the Christmas season to the store.
- GNC had not previously had the opportunity to do such a full-scale overhead feature in Target, and this was one of the largest, if not the largest, front of store pieces that Target has ever done at over 200 square feet. It presented a significant host of challenges, but was the critical stage setter that messaged the shopper with the **clear** direction of, “you are going to experience something Spectacular.”

# Target Holiday 2016 – Signage Photos



# Inspiration





# The Creative Process

- 14 Rounds of Creative Process for 2016 Holiday Signage
- Target wanted to focus in on the “spectacular” and creation of experiences for the guest as they shop the store.
- On the following pages you will see both concepts and actual production work. This gives an idea of the work that has to go into a campaign such as this. Our first creative deck was reviewed with the agency on June 2<sup>nd</sup>. The final deck was received on August 24<sup>th</sup>. We shipped this in September and October.



# Concepts - Signage



# Concepts versus Production - Signage

TARGET HOLIDAY 2016 | RD 4

## FRONT OF STORE | IT'S SHOWTIME

Bullseye's role: Bullseye is shining the spotlight on this year's Christmas Rockstar - you!



## Actual Production

- This signage demonstrates GNC Instore execution focus at Target. We shipped these overheads with the bulbs attached to the light string, with a highly engineered shipper, to ensure accurate and consistent placement in store.

# Concepts versus Production - Signage

## FRONT OF STORE | IT'S SHOWTIME

Bullseye's role: Bullseye is shining the spotlight on this year's Christmas Rockstar - you!



- This display not only says spectacular but is spectacular in size. 16' X 13', taking up over 200 square feet in ceiling space, we had to work closely with compliance to ensure security and safety were accounted for in its design.

# Concepts versus Production - Signage



Actual Production



- We incorporated screen-printed PETG into the overhead signage to create the effect of the elements floating in the air. It allowed the popcorn to fly between Bullseye and Troll.

# Concepts versus Production - Signage



EC TOPPER



Actual Production



Actual Production

# Insights and Feedback

- Target was thoroughly impressed with our ability to engineer and concept on the creative, react to their needs and execute at the store level with some very challenging to produce signage concepts.
- From an insight standpoint, we were challenged to not produce signs and to instead produce events.
- Entering the store, under the marquee, sets the stage for the multiple focal points for merchandising throughout the store, directing shoppers to the areas they need to shop in. The power aisle strikes a chord with its wish of “Merry Christmas” as the shopper wraps up their shopping excursion and prepare to carry on their holiday experience to home.
- GNC’s execution took into account ceiling heights and aisle widths more than our competing vendor. They have had issues instore with compliance, whereas GNC anticipated this in their design.

*Target Holiday 2016 Atrium*  
*“Spectacular”*



# Target Holiday 2016 Atrium– Assignment

- Assignment provided from Target: Using the established theme, The Holiday Spectacular, create an atrium installation that will create Holiday cheer and excite the kid in all of us for the downtown commuters and Target guests. Create memorable moments and Spectacular Holiday Ta-dahs!
- GNC had a 44 foot tall atrium to work in, and a 500lb weight limit to work under. In the coming pages you will see initial concepts followed by our execution.
- We created a 22' tall, corrugated Christmas Tree (over 300lbs). To provide a reference of scale, Wonder Woman stands almost 7' tall. The lasso and light string was aluminum tubing with interlocking pieces combined with a die-sublimination printed sleeve to create the gold and candy cane effects (150lbs). The other elements were created out of ½" foam core.
- This display was installed over the course of 4 nights and included a theatrical lighting solution to provide 24 hours a day of "Spectacular".

# Concepts



# Concepts



# Final Concept

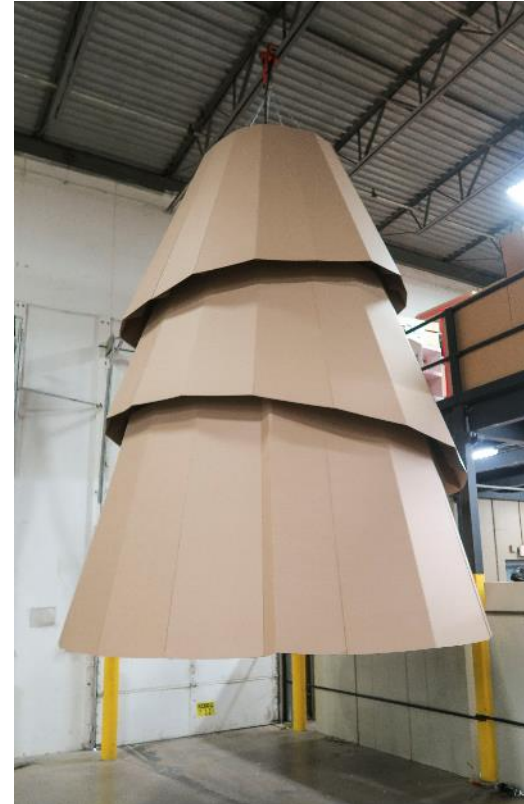


# Concepts – Mini Model



- We created the mini model to assist Target and the creative agency in finalizing element placement since the overhead web needed to be determined prior to final hanging.

# A 22 foot Corrugated Christmas Tree



- The tree consisted of 4 layers of individual pieces, that were held together with clips and quick connect pieces. These were each assembled on site and then hung up utilizing a lift and winch system.

# Target Holiday 2016 – Atrium Photos



# Insights and Feedback

- The Atrium has been simply greeted with “wow.”
- Shoppers are looking up as they enter the Atrium area, and anecdotal evidence states that this is more impressive than 2016’s candy cane.
- The incorporation of 24 hour lights has made this a “place to drive by” in downtown Minneapolis.
- We are already beginning to anticipate what elements we may see in 2017.