



Target BTS Campaign

Promoting Back-To-School Supplies at Target Stores

Objective

- Capture both the emotional and practical side of the Back-To-School season to engage “her” and get to the heart by speaking to the guest’s emotions during this season.
- **The Solution:** A wide variety of shopping and guest interactions to compel and activate them throughout the store to make their BTS purchases at Target.



Insights



- Primary Back-To-School shopper is middle-aged female with children.
 - Target's goal with this year's campaign was for this guest to feel that "Target Gets Me."
 - Through the inspirational story telling across channels, Target wished to show kids' potential through inspiration, quality, style and brand.
 - Using simple and imaginative compositions, poppy color, props and backgrounds throughout the store, and pops of color in products and pops.
 - **What was the clear and compelling message?** Target must show that "they have everything I need." Balance the inspirational story telling with the practical side of straightforward value propositions, an available and vast assortment, while reinforcing brand and quality.

Insights (cont).

- Insights showed that some guests did not shop for supplies in School Shop but went to home office. Needed to reinforce to the guest the dedicated area through signage and to utilize the front-of-store signage to remind shoppers, once the campaign was set, that it was time to shop Back-To-School.



Insights (cont).



That which makes you different, makes you special.

i am OTHER, presented by Pharrell Williams, is a creative venture and way of life. We are proud to be different and believe we have the power to change the world.

- **What makes this display unique?** The campaign is unique due to its control of the entire store experience. From grocery to clothing to supplies, the theme of the story is told to the guest and GNC-Twin Cities provided all of the design and manufacturing for it.
- **How does it leverage brand equity?** Target is able to leverage brand equity as being the playful balance between value and being on trend. Also, being involved with societal campaigns, such as Yoobi (which is one of the displays that GNC did for BTS, left), gains social equity with the guest.



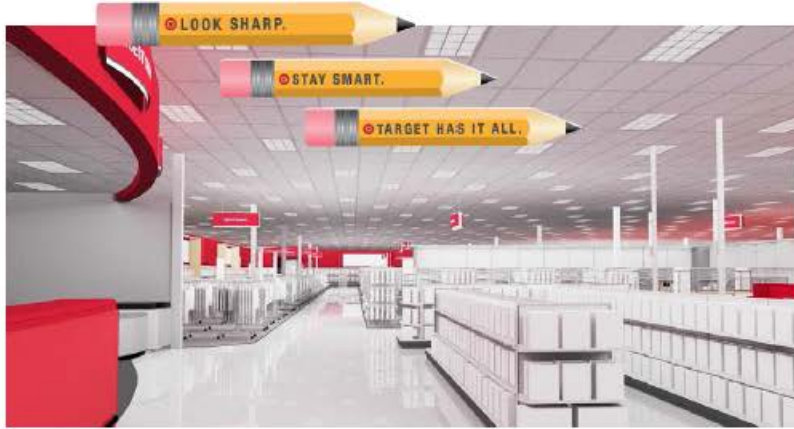
GNC's Involvement with BTS



- GNC was awarded almost all of the signage and displays for Target's In-Store Back-To-School Campaign.
- In the next pages, you will see the maturation of the ideas from concept to execution.
- **What makes this display different from others in retail environment?** Over 1800 stores were provided with a variety of displays and signs, ranging from extremely large, interconnected overhead signage, with critical crossovers in the most noticed store location to multipurpose floor bins, that mixed hanging products, integrated deep-well dump bins to shallower, clear, PETG bins that make it easier for the young guest to identify product. The sheer variety of this campaign is unique to retail, and has no peer.
- Stores remain set from early July through early September. Displays must withstand multi-reloads of product each day, at the end of the display cycle as the final push for BTS purchasing is done.

Front of Store – Target's Welcome Mat

2012



2013



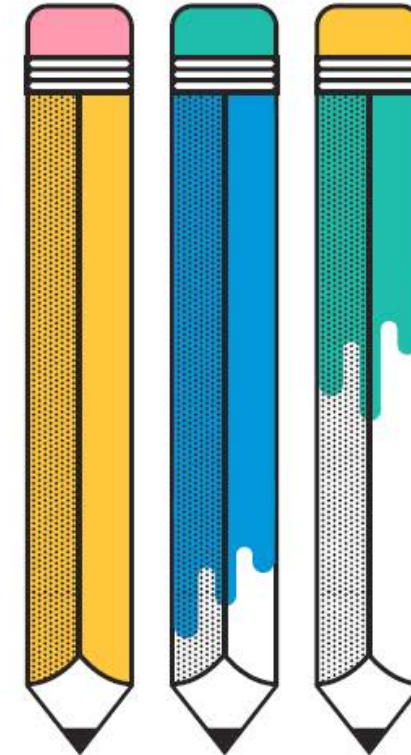
2014



2015



This year's concepts, bigger, brighter, more complex



Actual Instore Execution of Front Of Store Signage



Multiple parts had to be interconnected from the ceiling grid. This was the largest and most complex Front-Of-Store BTS signage ever done at Target. Over 48' of pencils hang from Front-Of-Store. That makes for a very unique entry experience!

BTS Floor Bins

Target balances wants and needs for the guest in the bin assortments, and our structural designs had to provide flexibility to be able to accommodate a multitude of products. Each year, this is the biggest challenge as the assortments and product changes. Cross-selling opportunities abound while shopability and guest safety are emphasized.



BTS Inline Bins, Notebook Trays, School List



