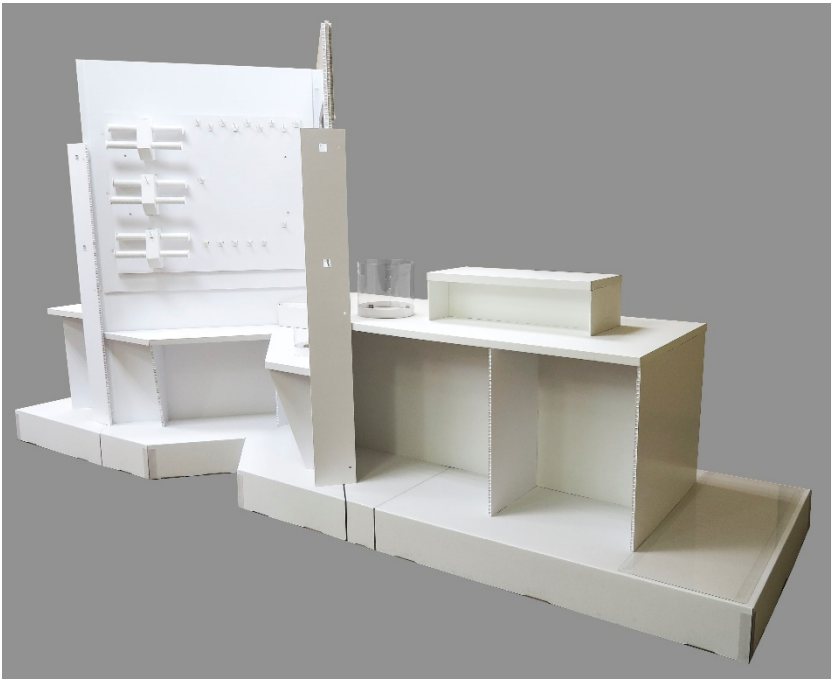


Target Global Shop Campaign

Great Northern Corporation, Minneapolis
March 2017 Instore Award





Target Global Shop

- Target sought a differentiating display for its primary “racetrack” instore aisle to be able to focus it’s “Global” product line on guests.
- Limited edition, uniquely sourced product lines ranging from softlines products such as scarves and jewelry to hardline focused products such as pottery and other home décor. This limited-edition product assortment is meant to stir in-store traffic to spontaneous purchase and to drive traffic to the store versus online shopping.
- Target had previously done Global Bazaar as part of its rear seasonal programs, this is the first time that they are doing a featured event in “the aisle”.
- Global Shop is a merchandising driven instore display program that tests GNC’s ability to execute utilizing a substrate that we have little familiarity with in a large (550 quantity) scale with a substantial footprint in the store.
- Total Footprint: 15’ X 4’ foot “bins” display, 8’ X 4’ “window” display.

The challenge of a variety of products



- As you can see from the photo, we had to provide a multitude of merchandising options.
- The Target buyers were actively sourcing different product lines and throughout our process, additional lines and “focals” were being requested. On the far left, we have hooks, a jewelry holder we custom engineered, a PETG bin, a riser tray and then the center piece that served as a focal point for merchandise and additional structural strength.
- Hanging product created an additional challenge as it changed our structural approach. As the merchandising changed throughout development, we would have to accommodate this into both our aesthetic design and our structural design.

Objective

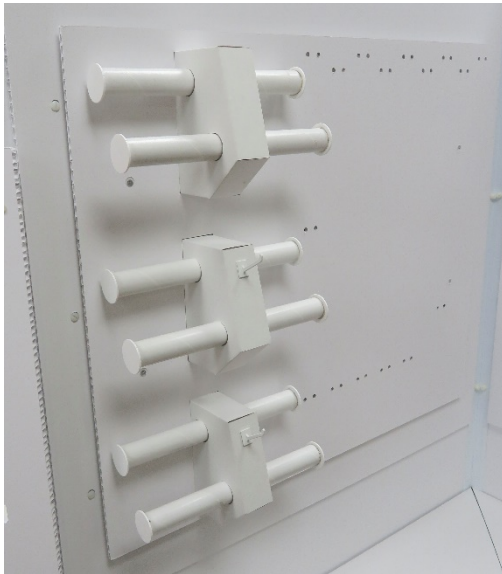
- Target turned to GNC to develop an unique display concept to allow for flexible presentation of the product and at the same time to create a substantive feature that would draw shoppers to it.
- Target has traditionally been opposed to in-aisle displays outside of the area immediately near the checkout lanes. And these have typically been Black Friday focused.
- The customer desired a display that also had an aesthetic to it that created an unique shopping experience.
- There would be no printing on this display. The structure and the merchandise carried the entire message.
- This lack of printing also allows Target to reutilize components from the display in future programs without “giving away” what may be instore or “instore”.



Solution: Engineering an answer

- Target would not be finalizing their merchandising options until shortly before project handoff.
- This created multiple rounds of physical sampling for GNC as Target desired the ability to “practice” merchandising the display. The display changed size, quantities and shape multiple times.
- GNC encountered more rounds of prototyping than we have with any other display in recent years with Target.
- Target desired a primary substrate that was not corrugated but had an “organic presence”. This eliminated a lot of non-corrugated substrates.
- We landed on FalconBoard, a honeycombed, laminated substrate. Additionally, Target needed “heft” to the display, so it had to be primarily made out of ½” FalconBoard. This created an additional issue that except for very specialized diecutters, this material is not efficient to convert.
- The FalconBoard also created an issue as we needed to find a way to fasten it into a 90 degree angle with minimal structural bulk. For that, we utilized GNC’s Lamination’s Vboard®, which we custom ordered to have white on both sides. Integrating Vboard® into the project was an unique approach that GNC was able to take compared to the competition.
- The FalconBoard substrate created additional challenges. We had to figure out how to both design it and find a supplier to convert it for us in the volumes and sizes that would be required on such a substantial project.
- There were over 220 CAD files used in this display, certainly one of, if not the largest, instore structure we’ve ever created.
- GNC is also seeking a patent on a custom bolting system (“The Packer Bolt”) that was developed for this program but will be utilized in future campaigns where screwdriver-based fastening systems were previously used. Our hand-tightened component does not require any additional tools, is available in a multitude of custom colors and lengths, and provides the “joining” strength that a metal bolt, washer and nut previously were used for.

Solution: Engineering Photos



- Custom engineered bracelet holders



- "The Packer Bolt"



Great Northern
Laminations®

Prototyping Challenges

- The continually shifting merchandise assortment, as Target defined what would be carried, presented a multitude of opportunities to revise the structure. From an initial concept built out of pinned together foamcore, to a miniature to show modularity, to multiple go arounds on merchandise presentation, we helped Target get to what they and their guests wanted.



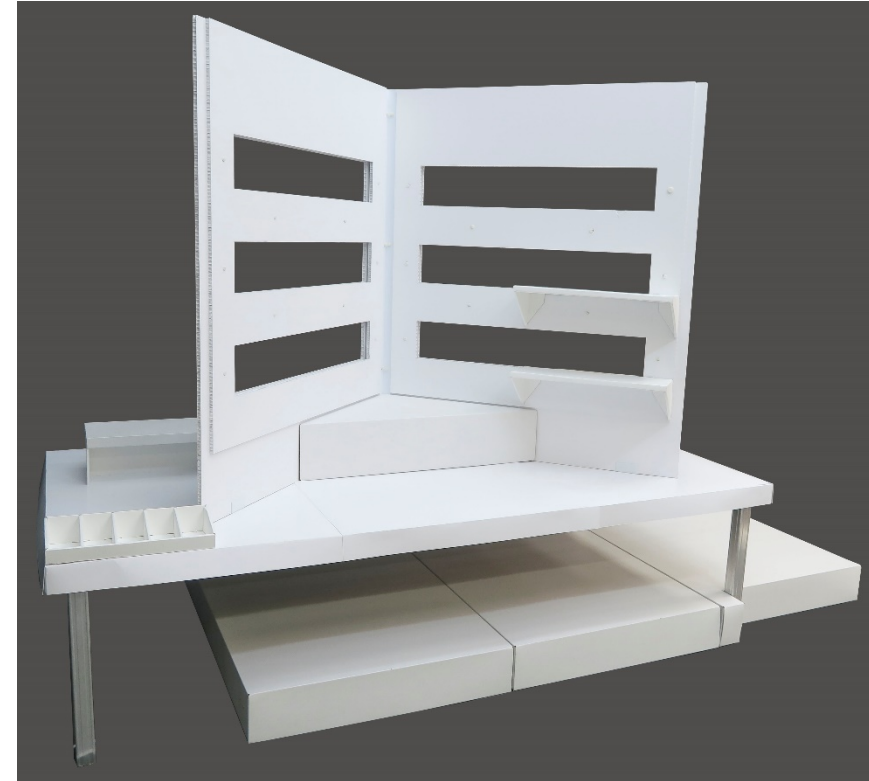
Last Minute Addition – The Accompany Display

- As Target finalized their merchandising selection, they opted to request a small quantity display to “accompany” the primary Global Shop displays.
- GNC prototyped it rapidly, again utilizing FalconBoard as the primary substrate along with some simple printed headers. The order for this display was only 12 pieces but addressed the need to further diversify the product assortment.



Flexible Display

- Later in the development of Global Shop, it was shared with our team that they would like to remerchandise it later in the summer for a future campaign with some features added and existing ones removed.
- This altered some of our design approach to allow for the campaign to accommodate other products.



Insights:

- The primary goal of the Global Shop program was to create “destination shopping.”
- The press has covered Target’s challenges with Amazon and other online shopping challengers, and Target needs to do something different.
- Target sought to use Global Shop as a differentiator. Exclusive instore, limited edition merchandise that gets Target back to it’s cheap chic roots.
- By leveraging its main aisle way, it will draw attention to this merchandise in the 550+ stores that will carry it. This location also limited the number of stores that could utilize it due to the expansive footprint.

Insights

- Compelling Message: Huge and prominent display, with simple plain features brings the guest's focus to the wide variety of "global" merchandise available.
- Command Attention: 23 feet long of floor space, almost 7 feet tall, and in the middle of the main aisle.
- Life Span: Originally, two months, now with plans to be utilized for at least one more "featured" campaign in June.
- Quantity: 550