



Promoting Back-To-School Supplies at Target Stores

Target BTS Campaign

Objective

Create executable and functional displays to accommodate an extremely diverse set of product within Target Stores that allows for fulfillment of Target's core BTS strategy so that it accomplishes an "united focus on mom we tap into a collective mindset and create a cohesive, complementary ISM experience."



Insights

- Primary Back-To-School shopper is middle-aged female with children.
 - Target's goal with this year's campaign was that the BTS/BTC trip to the store was a pivotal moment in the year. A successful Back To School moves a mother's kids forward in life.
 - Direct, Differentiated, Modular, Complementary, Universal were all key words that Target focused on from guest insights.
 - 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? A Successful BTS Takes Your Kids Forward In Life.**
 - **What was the role of ISM? Make it easy for mom to find everything on the list!**

GNC's Involvement with BTS



- GNC was awarded almost all of the displays, including Floor Bins, EndCap Brand Promos for Yoobi and Crayola, Notebook Trays, Folder Bins, Cat & Jack Backpack Accessories, BTS Inline Bins.
- 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 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 mid-June 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.

Initial Concepts



AD NOTES
• Age appropriate equations/illustrations on paper airplanes
• Rules clip from the top border bottom with 10"



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. This year we were challenged to pull costs out of one of the bins while keeping it aesthetically identical to the other bin due to the weight of the product being held.



BTS Inline Bins, Notebook Trays, School List



Yoobi and Crayola



