



PREPARED BY: Andre Kar

DATE: March 27, 2024

CLIENT: Target Corporation

DESCRIPTION: To create a comprehensive advertising campaign surrounding the launch of Target's new superstore in Columbus, Ohio.

TAGLINE: Family Fun, Endless Joy

Who is the target audience?

- The primary target audience for this campaign is middle-class families residing in Columbus with a steady household income. Breaking this down, the campaign is targeting suburban mothers of all ages in the city who have available time to shop for their families throughout the week. Similarly, Target as a leading retailer also markets to local community members who enjoy quick and convenient shopping experiences.

Where will these ads appear?

- Paid ads will be sponsored on platforms like Instagram, Facebook and X, targeting users in Columbus and surrounding areas. These ads will focus on the superstore's expanded selection of products and services across three massive floors. Advertising elements will also be included in targeted emails to subscribers in the Columbus area announcing the store's opening and offering exclusive deals. Likewise, content and announcements will be updated regularly on Target's official website and app. Regarding out-of-home ads, various billboards will be positioned in high-traffic areas, such as around High Street, Nationwide Arena, I-70 and I-71. Additionally, bus



shelter ads will be placed around popular schools and parks, like Tremont Elementary School and Goodale Park.

What is the goal?

- The goal of this campaign is to capture public attention and enhance awareness of Target's newly established retail destination in Columbus. To achieve this, the campaign will strategically showcase the distinctiveness of the superstore, particularly its three-story structure and central city location. Similarly, this new store is going to promote discounted prices on select items as a means to incentivize potential shoppers. The company's objective is to generate approximately \$4.5 million in revenue within the first month of the store's launch, alongside achieving a notable 25% increase in sign-ups for its reward program.

Why do we need these ads?

- In many ways, these ads are needed to inform the city of Columbus that Target is officially open and ready to welcome all families. Extending upon this point, these ads further showcase Target's growth across the United States, positioning the retail giant as a powerhouse in the market. Not to mention, exciting features of the new three-story structure will be released through these ads as a way to educate and entice shoppers. All of the ads in this multifaceted campaign succeed in differentiating Target from competing retail stores, reinforcing its reputation as the go-to destination for families.