TARGET

Problem
How does a retailer drive immediate in-store action among consumers?

Solution
Use digital OOH to change messaging based on real time data.

Background
Target shoppers are buying groceries, OTC meds, cleaning supplies and other household goods, aka Essentials. With that, how does Target grow share by increasing "fill-in trips?" Traditional media tactics were used to shift guest mindset, but Target also needed a compelling way to drive immediate actions. A media stratgey was developed utilizing technology and big data to dynamically motivate the core audience.

Objective
The objective of the campaign was to drive Target trips to grow Essentials share of spend.

Strategy
One of Target's most powerful trip-drivers is their weekly ad which features top offers. This tactic has been motivating shoppers for decades – but as newspaper readership declined, so did their reach. Although digital extensions exist, Target leveraging their weekly ad content within the Essentials campaign extended awareness of this proven trip-driver.

Target built messages on the fly. This not only provided the ability to change messaging in real time, it also provided the flexibility to utilize data to push out the most effective message.

Marketers have confirmed that data-driven marketing is more effective than standard messages. Considering this, first-party data defined the most popular products in real time. As these products were determined, they were fed to digital OOH locations in real time. As the trending product changed on the sales floor, the digital billboard message automatically adjusted.

To strategically build awareness of popular products, Target leveraged expressway geo-targeted digital OOH combined with latitude/longitude targeted mobile displays in four key markets. The markets were selected based on the size of the opportunity within each. TAB Ratings were used to evaluate inventory and determine the reach & frequency weight levels necessary to make an impact.

Zip codes that represented the greatest opportunity to drive trips were prioritized. To extend message frequency, guests were

served an identical ad on their mobile devices when they were near the digital OOH locations.

In short, while Target shoppers are out and about, Target is using behind-the-scenes data to show them the offer their community is taking advantage of – and creating more reason to make yet another store trip (or as we like to call it, another Target run!)

Plan Details

<u>Markets:</u> Dallas, Los Angeles, Chicago, and Minneapolis
<u>Flight Dates:</u> 6/15 - 9/15
<u>OOH Formats:</u> Digital bulletins and mobile displays

Results

• Return on investment goal: Exceed internal digital OOH benchmarks.
• Increased trips goal: Increase trips by 3% within the stores we are supporting.
• OOH investment evolution goal: Change the way OOH is utilized, by leveraging real-time data to drive immediate sales to increase ROI.

https://www.youtube.com/watch?v=2SmoaDlxaok