



Channel Red Reinforces the Target Brand and Enhances the Shopping Experience

Company Profile

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,740 stores in 49 states nationwide and online at Target.com. Since 1946, Target has been committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices.

Business Situation

Target had some natural instances of in-store media in areas of the store such as electronics and their movies and music departments. There was a desire to more effectively manage the content in these areas and deliver the messaging in a networked fashion. Digital delivery and playback was seen as a way to centrally control the delivery and compliance of an effective messaging strategy.



“Target has been a pioneering innovator at leveraging media to reinforce its positive brand and they’ve carried that approach over from traditional media channels into the store where it connects with loyal guests,” said Matt Schmitt, co-founder and chief experience officer of Reflect Systems. “Their adoption of a strategy for in-store digital media has provided a success story showing how a retailer can work closely with their brand partners to tell a complementary story and cultivate a positive shopping experience.”

Project Goals

- Build awareness of the Target brand as well as new products
- Showcase specific in-store brands
- Educate and entertain guests (Target shoppers) and Target team members (in-store employees)
- In-store revenue generation opportunity

Program Mix

- Vendor advertising
- Entertainment
- Educational content
- Target brand messages

Content Strategy

To link traditional media with in-store and online shopper messaging and create an enjoyable in-store shopper environment.

Solution

Reflect worked closely with Target to develop an enterprise-class solution that was scalable and fit Target's corporate standards for technology management. Target wanted to leverage their preferred partners for hardware, networking and integration. The solution needed to provide the ability to not only control individual displays, but to provide for displaying high definition media for the "TV wall". The ReflectView software platform was deployed in all of the 1700+ stores in multiple zones in each location. The system was designed to provide for centralized control and management. ReflectView allows for targeting not only the unique areas of a store, but also providing distinct messaging campaigns based on geographic location, time of day or day of the week.

Results

Target's Channel Red in-store media network has been in operation for more than four years. It includes digital media programming in select areas of the store, such as electronics, music/ movies, kids' entertainment and video games. Target is focused on providing a positive shopping experience that adheres to its brand and culture and has been very scientific in its approach and measurement of the program. Retail and media industry insiders have recognized the program for its high quality content, as well as its successfully designed program strategy that has proven to be a winning proposition for the store, brand partners and Target shoppers.