



target

Creative Brief

Brand Name	Date
Target Corporation	March 23 2024
Task	Tagline / Headline
To promote the new superstore opening in Columbus, Ohio.	Opening the door of joy

Who is our target audience?	The target audience for this campaign includes Gen Z and Millennials, both female and male, aged between 20 and 50 years old, with an average household income ranging from \$60,000 to \$80,000. This income range aligns with the average annual household income in Columbus, which is \$75,482. Additionally, the campaign will focus more on appealing to young shoppers aged between 18 and 30 who seek convenience and are inclined to make quick purchases of consumer goods.
Where will this ad appear?	The campaign will have OOH billboards and bus shelter posters strategically positioned near highways like I-70 and close to the superstore's location to maximize visibility and attract more traffic. Moreover, there will be online ads across platforms such as Instagram, TikTok, and Facebook to gain awareness through social media. Content featured in these ads will showcase Target's discounted products, exclusive partnerships, and brands tailored to appeal to a younger audience.
What is the goal?	The goal is to raise awareness and create a buzz within the local community about the opening of the new superstore in Columbus. The campaign aims to capture the attention and interest of residents in the area. It should also drive more foot traffic to the store, and ultimately, boost sales and build a strong base of loyal customers.
Why do we need this ad?	We aim to promote and raise awareness among the people living in Columbus. Target has already established excellent brand recognition and reputation across the U.S. Through this campaign, we want to reinforce Target as a trustworthy brand that brings value to the local community, with the mission to assist all families in discovering the joy of everyday life.