

[Target] Media Examples

AWARENESS



CONVERSION

REPEAT

12:59

Harvest Vanilla Mini Cupcakes with Orange & Wh...

★★★★★ 5

\$3.49

Deliver it

Better than publix

★★★★★

Joy - 8 days ago, Verified purchaser

Perfect flavor. Icing and cupcake was delicious. Will be back for more.

Did you find this review helpful?

Helpful

Not helpful

Report review

Basically what I expected

★★★★☆ | Would recommend

RL - 10 days ago, Verified purchaser

I think the frosting is a bit much, but then again, I usually think that.

Did you find this review helpful?

Helpful

Not helpful

target.com

[Target] Shopper Marketing Exploration

STORE AUDIENCE

- Mix of young people and older people (with both genders) especially the ages between 16-45
- They are also from a low to medium class people. White and Caucasian, female and male but large number of female. (high school students, college students, singles and couples with average outcome.)
- Everything the consumer want they have it such as (electronics, furniture, clothes, food, snacks, books, makeup, cleaning supplies, and daily use products) each section have multiple things to choose from.
- The competitors are:
1- Walmart, 2- Amazon, 3- Costco, 4- home depot.

MARKETING

- The store keep their consumers in a relax way to shop because they have online, online pickup, instore, and instore pickup with option to bring it to their car outside of the store.
- Target have a social media account in every application such as (TikTok, Instagram, Twitter, Facebook, etc.) they also do a daily deals, discounts and coupons with potential products each day to attracts the buyers.
- Target is doing a great job on promoting their products via social media, newspaper, and other media channels. However, there are focusing on social media the most to attracts their younger buyers.
- They need to improve their ads in radio and other old media channels because some people do not use social media/digital media and they prefer it as old channels.

CATEGORY REVIEW

- When the consumers wake in the middle of the food aisle, there are big signs that show their seasonal baking, such as cupcakes and other desserts for each season of the year. Consumers also smell their seasonal baking once they walk into the food aisle.
- The baking section is in the middle of all the food, and it attracts buyers from their cozy decorate as it's the same as the season they are in.
- Many buyers buy their baking because they do not offer it everyday such as pumpkin cupcakes only from October till late November. Then they start offer their Christmas baking from late November till late January.
- What other media could the store use to bolster sales?
- The store could use physical coupons or deals in every college so they can attracts younger consumers.