Why You Should Care about the Target <u>Data</u> Breach **Case Solution** TheCaseSolutions.com

Crisis Communication & the Target Data Breach

Why You Should Care about the Target Data Breach
Case Solution

The Case Solutions.com

Crisis Communication & the Target Data Breach

Company Overview



- "Expect More. Pay Less."
- · 2nd largest discount retailer
- 1,800+ stores throughout the US
- · 4th most-visit retail website in the US

The Shopping Experience

"We design every Target shopping experience to be the best you'll ever have"



More for Your Money

Price Matching
Cartwheel App
Community Giving
Target Red Card - Save 5%

TheCaseSolutions.com

The Shopping Experience

"We design every Target shopping experience to be the best you'll ever have"



www.Target.com

Design & Innovation

"Great design doesn't have to cost a fortune."





More for Your Money

Price Matching
Cartwheel App
Community Giving
Target Red Card - Save 5%





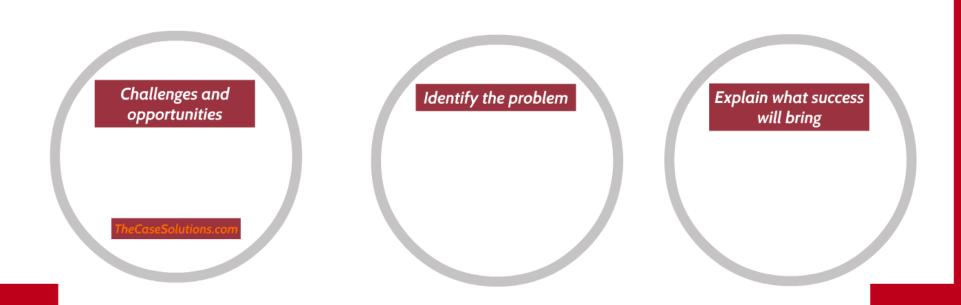
Why You Should Care about the Target Data Breach
Case Solution

The Case Solutions.com

Crisis Communication & the Target Data Breach

The Data Breach

- December 19, 2013
- 40 million customers affected
- Names, card numbers, expiration dates and security codes (CVV)
- Second-largest data breach in retail history at the time



Challenges and opportunities

TheCaseSolutions.com