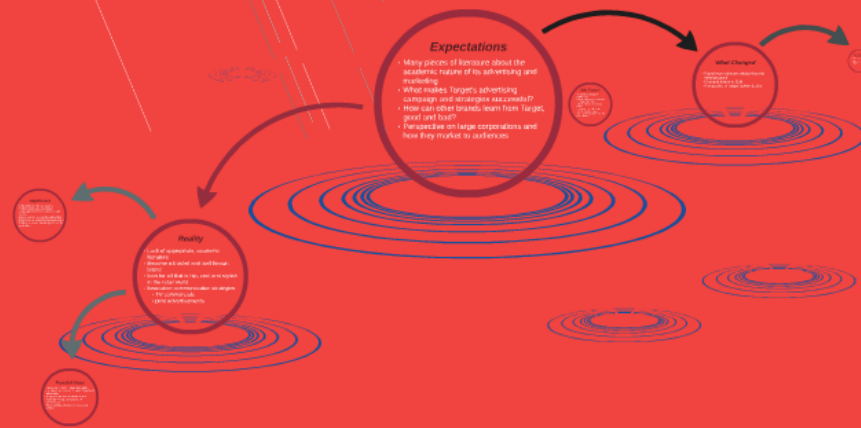


The Target Corporation's Advertising & Marketing

Chelsea Gerken
April 22, 2014



TheCaseSolution.com

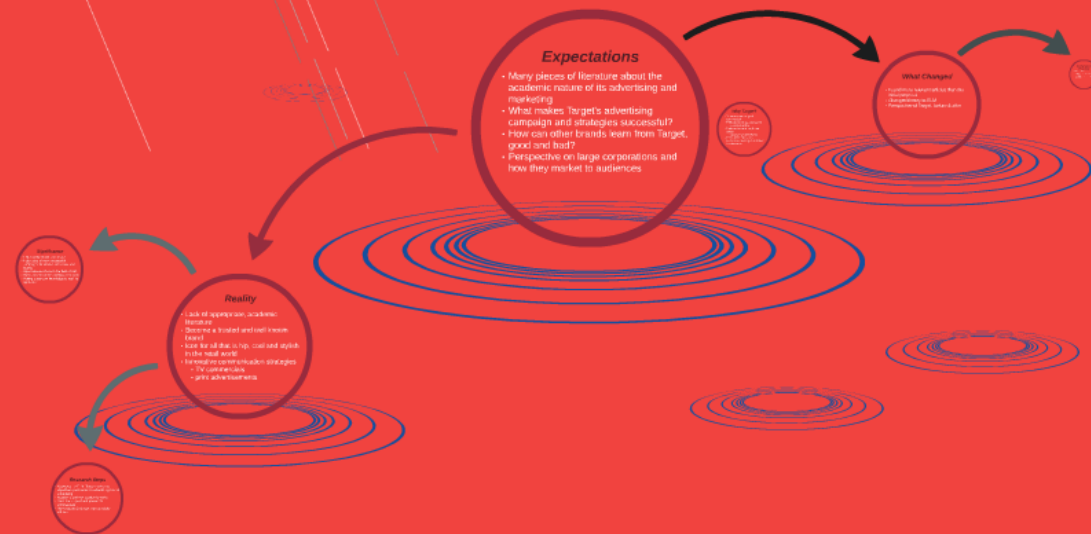


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Why Target?

- "That was such a good commercial!"
- Relevant to me as a consumer
 - in store & online
- Relevant to me in my future career
 - passion for advertising
- Relevant to this class - persuasive messages and their effectiveness

Expectations

- Many pieces of literature about the academic nature of its advertising and marketing
- What makes Target's advertising campaign and strategies successful?
- How can other brands learn from Target, good and bad?
- Perspective on large corporations and how they market to audiences

Why Target

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 - in store & online
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 - passion for advertising
- Relevant to this class
 - persuasive message
 - effectiveness

Reality

- Lack of appropriate, academic literature
- Become a trusted and well known brand
- Icon for all that is hip, cool and stylish in the retail world
- Innovative communication strategies
 - TV commercials
 - print advertisements

Significance

- Help modify similar campaigns
- Help establish new, successful campaigns for similar companies and brands
- Importance for those in the field of IMC
- Importance in understanding persuasion
- Putting classroom knowledge to real life application

Research Steps

- Keywords --> ELM, Target marketing objectives, persuasion in advertising, brand advertising
- Academic and non-academic works
- YouTube --> past and present tv commercials
- Many recent & relevant non-scholarly articles

What Changed

- Found more relevant articles than the initial proposal
- Changed theory to ELM
- Perspective of Target, before & after