



CASE STUDY

TARGET CORPORATION

This case study was prepared for Gulliver's Gate, a developing interactive attraction in Times Square, to use as a marketing deliverable. I was lead writer for the project, and I managed a research and writing group to develop the piece.



Target Wonderland

Challenge

Seeking a fun, creative way to capture consumer discretionary spending in a competitive market.

Solution

Target Wonderland. An immersive experience seamlessly converging the familiarity of in-store shopping with the interactivity of online technology.

Campaign Highlights

- Cart-less, RFID-tag shopping
- Interactive, giant-sized toy displays
- Digital technology testing
- Consumer behavior insight

Location

NYC's Meatpacking District, a highly-trafficked tourism hub 28 blocks south of Times Square.

Relevance

Gulliver's Gate, an immersive experience similar to Target Wonderland, engages visitors in a fascinating, interactive miniature world. Creative pursuits, like Target Wonderland, contributed to Target's positive Q4 results:

In-store sales up 1.9%
Number of transactions up 1.3%
Average transaction amount up 0.6%



Target Wonderland Entices Holiday Shoppers to Play and Spend

Target's creative approach to gaining holiday sales enthralls shoppers and informs future stores.

In December 2015, Target opened Target Wonderland, a 16,000 square-foot holiday pop-up store and playground in New York City. During Target Wonderland's two-week presence, RFID-adorned shoppers, unencumbered by carts, stepped into childhood holiday fantasies to play and shop.

Target innovatively tackled the task of capturing consumer discretionary income during the competitive holiday season. Combining on and off-line worlds, the retailer created memorable, immersive experiences, connecting with shoppers both digitally and in-person.

Within its unguided paths to ten interactive attractions, a giant Etch-A-Sketch sketched digital portraits of nearby shoppers, while Bullseye, Target's terrier mascot, graciously posed for shopper selfies. Kids hand-tested drones in a large mesh structure, acquired glitter tattoos in a life-sized Frozen-like castle, and played in the Lego pirate ship ball pit. Meanwhile, parents swiped RFID (radio frequency identification) tags to add toys to their virtual shopping carts.

Target's motivation for building Target Wonderland, according to a brand representative, "[is that the attraction] combines physical and digital shopping in exciting new ways, giving guests a peek at the future of retail." According to a *Fortune.com* feature, Target is testing new shopping concepts and cutting-edge experiences, including the use of robots and other digital technologies. Target Wonderland provided Target valuable insight into how shopping behavior and visitor needs are changing.





Spurred by the momentum of Target Wonderland, Target logged a rather successful fourth quarter in 2015. Target's comparable-store sales for Q4 increased by 1.9%. The number of transactions rose by 1.3%, and the average transaction amount increased by 0.6%. Pointing to their success in the e-commerce world, Target's digital channel sales soared by 34%.

Popular shopping destination Macy's reported a 31% drop in Q4 sales last year. Sales at Walmart, perhaps Target's most substantial competitor, were down about 7.9% in Q4 of 2015. Sears experienced nearly a 7% sales drop during said quarter. Despite a highly-competitive climate and a particularly tough retail season, Target's sales were down only about 0.06% in that very same timeframe.

Target Wonderland successfully gave shoppers a memorable, immersive experience. The pop-up store and playground forged ground for the "Retailer of Tomorrow" idea: to bring products to customers in a way that is innovative, modern, and engaging.

Gulliver's Gate provides the same immersive experience on a miniature scale. Including a miniature Target Wonderland (or other sponsor display) within Gulliver's Gate aligns with its mission of engagement and fun, while showcasing Target (or other sponsor) as part of what makes up our world. Life-size families could watch as a miniature Etch-A-Sketch sketches them into the display, take miniature selfies with miniature Bullseye, and play in a 3D-printed Lego castle.

Better yet, those visiting the miniature displays can have a hands-on role in making the magic happen. Perhaps a child decides which miniature shopper gets featured on the Etch-A-Sketch. Maybe a mother controls which product the miniature shopper purchases. No matter what they are doing at Gulliver's Gate, visitors will be experiencing the world in a way that is like no other.

And they will be doing it with the sponsor in mind.

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Hitting the Target

“Maybe, just maybe, at least some of Target’s success has to be attributed to its seemingly little things.”

James Brumley
Investment Advisor

Benefits

A memorable, immersive experience that merges hands-on interaction with the latest technology. Instead of merely doing their shopping, Target Wonderland visitors lost themselves in the shopping experience. Creative experiences engage shoppers and drive market share.

Recreate this experience at Gulliver’s Gate.

Be a Big Part

...of something small



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