

TESTIMONIAL Target



“Outdoor Media created virtual storefronts.”

The digital experience allowed holiday shoppers to ship presents to loved ones all around the country without shipping cost. In sum, Target’s virtual storefronts and digital shopping experience has squeezed holiday shopping into the busy American’s schedule and helped them save some money along the way. Many leading retail brands are seeing this as the wave of the future in consumer spending.

Audience

General Market

Media Mix

Bus Shelters
Platform Posters

Market

Minneapolis, MN

Objective

To take the headache out of shopping and promote the use of Target’s “Digital Holiday Experience” bringing convenience and personalization to the consumer, wherever they are.

Rationale

Adding QR Codes to the out-of-home displays makes shopping easier and more accessible as our lives become busier and everything is done on-the-go.