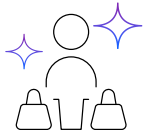


Oct. 1-2, 2024

Target Virtual Event

Target's value-prop swap

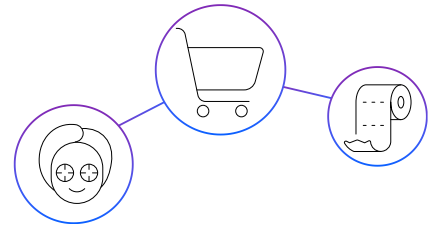
Key data/facts



Target is gaining traction in grocery and other frequency categories by focusing more on affordability and private label. How can your brand drive growth as Target asks for more price cuts and prioritizes its owned brands in these categories?



According to Q2 2024 ShopperScape® data, nearly 20% of Target shoppers had joined Circle 360 within weeks of the program's debut. How is this membership changing how they shop? How can brands amplify their growth — and Target's — by activating these highly engaged shoppers?



To reinvigorate growth while keeping prices low, Target will push volume and velocity. Brands in high-frequency categories like grocery, essentials, and beauty will play a key role in these strategies.

Target has lived and breathed its “expect more, pay less” mantra, in that order, for decades. But the current times, expectations — and prices — have turned that proposition on its head. Target shoppers have inverted their priorities, expecting more low prices to fit their tightening budgets. Target is faced with the challenge of remaining its “Tar-zhay” self while avoiding the worst possible rearrangement of its value prop: expect less, pay more.

You'll walk away from this event with:

- A clearer picture of how Target is navigating a price-centric economy with an experience-driven brand promise
- A deeper understanding of what Target's guests expect, and how loyalty initiatives are shifting their behaviors
- Tangible ways to invest strategically in Target's growth opportunities for your brand

Presenters



Tiffany Hogan
Director,
Retail Insights



Doug Hermanson
Principal Economist



Taylre Stumpf
Senior Analyst,
Retail Insights



Misha Jethwa
Manager,
Shopper Insights



Mary Brett Whitfield
Senior Vice President,
Head of Shopper Insights

**Target guest
speaker TBD**



Karen Kelso
Vice President,
Retail Insights

Registration

Register today by emailing events@kantarc consulting.com or visiting our [event website](#).

Virtual Event

Listen live or consume later

Live:

Day 1 | 12:00-3:25 PM CT

Day 2 | 12:00-3:30 PM CT

Day 1: Oct. 1 — Pay less

12:00-12:10 PM CT

Welcome and introduction

Tiffany Hogan, Director, Retail Insights

12:10-1:00 PM CT

Target's value-prop swap: Pay less, expect more

Tiffany Hogan, Director, Retail Insights

- Explore how an emphasis on value is changing Target's strategies across categories.
- Understand the key challenges and opportunities for brand growth.
- Plan for long-term success by aligning to Target's current and future priorities.

1:00-1:30 PM CT

Shopping from the Target guest's perspective

Mary Brett Whitfield, Senior Vice President, Head of Shopper Insights

- How do shoppers feel Target is doing against its own value proposition?
- Where does Target fit within the guest's current retailer consideration set?
- How can these guest insights help predict Target's next move?

1:30-1:45 PM CT | **BREAK**

1:45-2:30 PM CT

From concept to cart: Target's owned-brand playbook

Taylre Stumpf, Senior Analyst, Retail Insights

- Review the core strategies Target employs to capture private label market share.
- Learn the key product categories in which Target is experiencing significant growth.
- Explore how Target's Cat & Jack brand could be a template for new brand growth.

2:30-3:15 PM CT

Target, Walmart, and ... Trader Joe's? Battle of the brands

Taylre Stumpf, Senior Analyst, Retail Insights

Karen Kelso, Vice President, Retail Insights

- Examine Walmart, Target, and Trader Joe's assortments and growth strategies in grocery.
- Assess Target's challenge in delivering a Trader Joe's-like experience while competing with Walmart-like prices.
- Evaluate how each retailer measures up in key areas such as sales growth, shopper satisfaction, and grocery market share.

3:15-3:25 PM CT

Day 1 recap

Tiffany Hogan, Director, Retail Insights

Day 2: Oct. 2 — Expect more

12:00-12:05 PM CT

Welcome and introduction

Tiffany Hogan, Director, Retail Insights

12:05-12:45 PM CT

Accelerating digital in Target's store-based ecosystem

Taylre Stumpf, Senior Analyst, Retail Insights

- Evaluate Target's biggest challenges and opportunities for digital growth.
- Learn how partnerships could fuel opportunities for brand growth.
- Develop a framework for your brand's digital growth at Target.

12:45-1:15 PM CT

Target Circle's future: A 360 view

Tiffany Hogan, Director, Retail Insights

- Compare and contrast changes to the Target Circle loyalty program.
- Explore how these changes have and will alter Target's promotional strategy.
- Project what's next for the program, including Circle 360.

1:15-1:30 PM CT | **BREAK**

1:30-2:00 PM CT

Beauty and essentials' role in driving Target's future growth

Target guest speaker, TBD

2:00-2:45 PM CT

Target shoppers' outlook

Doug Hermanson, Principal Economist

Misha Jethwa, Manager, Shopper Insights

- Review the US economic outlook.
- Assess the key indicators of Target's economic future.
- Explore how Target's best guests are feeling about their financial future.

2:45-3:20 PM CT

A moving Target: Preparing for uncertain times

Tiffany Hogan, Director, Retail Insights

- Prepare your teams for the best way to respond to Target's latest moves.
- Unpack the implications of Target's future competitive landscape.
- Analyze what to expect more of from Target in 2025 and beyond.

3:20-3:30 PM CT

Day 2 recap

Tiffany Hogan, Director, Retail Insights