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Fall 2008

## Case Study: Target

- **Executive Summary:**

While Target has done exceedingly well in branding itself as a chic, organized and innovative store, it's facing a difficult challenge within the current failing economic situation as well as an uphill battle with Wal-Mart's well established "everyday low prices" persona. Instead of waging an all out price-war with its current competitors, Target should engage in a more of a brand and store development; it should move in the direction of an organic and environmentally aware approach, much like that of Whole Foods. If Target were able to take on this new market of eco-friendly branding and marketing, it would establish itself as an even higher quality-conscious establishment than it already is. To go into a price-war with Wal-Mart would almost negate and cheapen the image Target has worked so hard to develop over the past decades. Instead of fighting this changing market slump by dropping to competitor's level, they should create a level all of their own: a store where the average consumer can get organically and locally grown goods, environmentally safe products for the modern family, as well as the newest designs and trends in clothing and accessories.

- **Problem Statement:**

Target has developed its image to be that of a well organized, progressive and design-savvy store. The only problem with this image is that customers now see this store as being more expensive than other alternative stores therefore turning away most of a highly price-conscious market simply looking for the best deal. When competing against stores such as Wal-Mart, price competition is almost always a bad plan of action. The store will more than likely lose profit than actually gain any sort of advantage. While hip and innovative designs keep the image fresh and appealing, the company's actual bread and butter lies within the sales of household goods

which are currently being overshadowed by Wal-Mart's bargain pricing. Target seems to be getting acknowledged but overlooked as a top competitor in its current market.

- **Alternatives:**

To correct this current situation of dropping sales and a disadvantaged position within the market, Target should raise the quality of its image and products. Environmentalism has been a trend that has solidly picked up momentum over the years and will only get stronger in the future as more resourceful tactics will be necessary in a changing environment. By developing and pushing "greener" appeals within its marketing, Target can create its own niche by offering affordable local and organically grown goods and environmentally safe household products in addition to their already established designer clothing and accessory lines. Beginning to work with local farmers and introducing more eco-friendly goods and store policies, Target will grab an incredible hold on a market that is still being developed and commercialized with an advantage of clothing sales as well. Whole Foods even goes so far as to highly involve communities with recycling and environmentally focused events. They also donate a minimum of 5% of their profits to community and nonprofit organizations and by doing so they remain an active part in the community while creating a great reputation also. If Target could imitate these sorts of communal methods, it would further create a more developed environmentally responsible image and furthermore stimulate their overall success. Though this alternative will take additional branding and marketing, the long term goal of building a sustainable business will be achieved. This is an idea with legs that will carry Target into the future.

- **Conclusion:**

This is an idea with legs that will carry Target into the future. Current trends of environmentally safe products and organically grown goods are paving the way for future

marketing advantages. More of your average customers are going eco-friendly, by jumping on board with organic and locally grown foods. Target will hold strong as a market leader in the years to come, branding itself as an eco-friendly store will set it apart from competitors such as Wal-Mart. Short term thinking, this strategic move will gain the attention of the market who already buys organic and local foods and more importantly who are already willing to pay a little more for a better peace of mind. As for the long term, as the market starts to stabilize, many more people will begin to start thinking more environmentally about their purchases and will now have the ability to spend on this idea. If Target can make these environmentally progressive products affordable and accessible, the sky's the limit for marketing possibilities. The "Expect More, Pay Less" motto will still stand true against a backdrop of an eco-friendly society as they can begin to expect more and better for their planet but still pay less.

- **Implementation:**

Target should begin by communicating with the the surrounding communities and local farmers about producing goods to be featured in the store. Followed by launching a new campaign promoting their new work with communities and efforts to make Target an over all greener company with less of an impact on the environment than other competing stores. Continual innovation is needed from Target's already developed creative facilities on new ways for the average customer stay environmentally sound. It is also highly important to continually keep the community involved and connected to the store. As Target becomes closer to its public and is represented in an eco-friendly manner, it will become number one in the minds of the general consumer as the best place to buy local goods and environmentally friendly products.

## Branding Techniques

I, Cayla Bartolucci, realize that I am a brand. I will market myself to future employers as being a product that they can trust to be all of the following things: quirky, personable, interesting, interested, passionate, creative, flexible, adaptable, and hungry.

My personality and appearance will support most of these alone, but to further this branding effect, I have several integrated interactive tactics to rely on as well. I feel all of these tactics represent my branding qualities in different ways.

My integrated interactive tactics include:

- Twitter.com - <http://twitter.com/caylabartolucci>

With Twitter, I use this form of interactive media to network with other young and developed professionals. By being a part of the online community of Twitter I share what I'm currently working on or thinking about and get an opportunity to read what others are involved in at the moment. I follow such organizations as nonprofit public media KERA, advertising mogul Ogilvy, equal rights movement JoinTheImpact and a local collaborative business creative networking establishment JellyInDenton. This keeps me informed on issues and opportunities around my area and beyond.

- Facebook.com - Cayla Bartolucci

On Facebook, I can network with my peers and keep record of what I'm currently studying and working on. It almost serves as a digital resume as well as I list what odd jobs and duties I have performed throughout my years. I can express my interests and a very general summary of who I believe myself to be. This site sufficiently serves as a great overview for interested companies to do a little research on me and my social and studious life.

- Ning.com - <http://untadvertising.ning.com/profile/CaylaBartolucci>

Ning.com is an interesting site to allow me to collaborate with like-minded and similarly

interested individuals. It has a great community feel as networks can share ideas and opportunities in common fields of interest. It also is great to bounce ideas off of others when it comes to projects.

- Blogspot.com - <http://thelemonadeexperiment.blogspot.com/>

Here I have created a blog on a recent adventure I took on the Lemonade Diet. It was an experiment I conducted and decided to concurrently keep a record of my experiences and feelings while on the diet. The Lemonade Diet is actually part of a program called the Master Cleanse. It aids in cleaning your entire system of toxins and other things accumulated in your body of years. I included photos and direct details in the blog. This is a good example of my specific voice in writing and my thought process.

- LiveJournal.com - <http://forclarity.livejournal.com/>

This is also a blog I created almost a year ago to help me get through a difficult time in my life. I had just lost 30 pounds in less than a month due to a severe panic disorder and anticipatory anxiety attacks, so I created this journal to help voice my thoughts and grasp a better understanding of life in general. I still update here and there as I find time. This is also a great way for others to look into my mind and see how I think, feel and function. It's also very raw as I used it mostly as a self-therapy, but I feel the brutal honesty is a benefit of expressing real emotion and life experience.

- YouthNoise.com - <http://www.youthnoise.com/user/CaylaBartolucci>

YouthNoise.com is an excellent resource for those under the age of 27 to get together and talk about real world issues that affect everyone. It's ultimately a collective think tank connected the youth of america and the world aiding passion and motivation. I use it to keep updated on current issues that are hot with the public and pick up ideas on culture differences. I think it's a great way to represent oneself on a deeper level than Facebook or Myspace. Though I do use Facebook, YouthNoise has more of an inspirational feeling and call-to-action appeal.

## Shadowing Priorities

From Lisa Cox, Market Analyst with Halliburton in Carrollton, Texas.

### MOST IMPORTANT THINGS LEARNED TO BE SUCCESSFUL:

1. Organization
2. Interoffice communication
3. Set of moral values and beliefs on appropriate business etiquette.
4. Good attitude
5. Willingness to do whatever is needed

### MOST IMPORTANT THINGS LISA DOES TO BE SUCCESSFUL:

1. Keeps everything extremely organized and in an easy to find manner.
2. Friendly reminds coworkers on deadlines for information and documents needed for reports.
3. Thoroughly enjoys her job and appreciates every day.
4. Remains dedicated to company and its core set of values.
5. Makes list of things to be accomplished at the beginning of the week and compares it to what she actually got accomplished at the end. Helps track productivity and opportunity for improvement.

### MOST IMPORTANT SKILLS TO HAVE TO DO WELL:

1. Timeliness - ability to stay on top of assignments and reports.
2. Organization
3. Persistence - specifically with deriving reports from other professionals.
4. Patience
5. People skills - making it easy to obtain information from various sources.

#### PARTS OF PLANNING, IMC AND BRANDING USED:

1. Integrated Marketing Communication is used with added value of different events in part sponsored by Halliburton such as the Susan G. Komen Race for the Cure which offer booths to public with many handouts and promotional items to help boost Halliburton image and community awareness.
2. Every third quarter, Lisa has to work with a designated team to put together the following year's marketing planning. This work is used as a guideline to mark out the expectations of the year to come and what measures should be taken and when.

From John Hall, President of The Hall Agency in Dallas, Texas.

#### MOST IMPORTANT THINGS LEARNED TO BE SUCCESSFUL:

1. Enthusiasm for projects
2. Creativity for problem solving
3. Passion / Drive
4. Surround yourself with inspiring collaborative groups of people
5. Confidence

#### MOST IMPORTANT THINGS JOHN DOES TO BE SUCCESSFUL:

1. Confident in pitches and ideas.
2. Well prepared on projects so that no question goes unanswered.
3. Enthusiasm for business and creative problem solving.
4. Stays in a creative environment that allows free thought and new idea though process.
5. Maintains good customer relationships to increase word of mouth exposure and customer satisfaction.

#### MOST IMPORTANT SKILLS TO HAVE TO DO WELL:

1. Salesmanship - the ability to sell oneself in addition to ideas and concepts.
2. Creativity - in both the traditional sense as well as the ability to differentiate a good ad from a bad one.
3. Confidence - having the ability to show strength and knowledge.
4. Flexibility - the ability to handle last-minute deadlines and projects that go wrong.
5. Love for the Business - one has got to have passion and drive for the career ahead of them, or work will just be work.

#### PARTS OF PLANNING, IMC AND BRANDING USED:

The Hall Agency uses planning, integrated marketing communications and branding with every client and project. Before “branding” an advertiser, the step of planning is needed to establish the objectives and target market, then a strategy is developed and a cohesive campaign delivers a cohesive message.