



Target Grocery

Objectives

- Increase awareness for Target's expanded grocery department inside existing Target stores (Fresh produce, Meats, Poultry, Frozen Foods, Deli items, Dairy, Dry goods)
- Drive mid-week, incremental grocery/shopping trips

Solution: "Foodie Wednesday"

- Target partnered with select on-air Radio talent who are considered "foodies" by both themselves and listeners to create a "foodie" content feature.
- Every Wednesday from October 1, 2011 through the end of January 2012, in a fixed position time slot, talent presented a foodie segment to their listeners.
- Each week the integration was completely natural and ran as true live, :60 segments that ran first in pod to accommodate seamless content integration.
- Talent spoke about their personal relationship with food and meal preparation as it related to weekly themes and directed listeners to their blog, facebook page or home page on the station site to download recipes.

Results

- Effort considered a success by the agency and client.
- Specific metrics not available due to confidentiality.



Foodie Wednesday Examples

