

## Background:

- The average household spends from \$30-\$60,000 on goods and services annually.
- About 60% of primary household shoppers visit a power shopping center according to a 2008 TNS Retail Forward Study.
- Retail has been one of Radio's top 5 categories for the past 6 years and accounts for more than \$1.3B in advertising.
- The Retail industry has historically allocated the bulk of its ad dollars to newspaper. In 2009, the industry allocated 34% to newspapers, 29% to TV, 10% to both Cable and Magazines, 6% to the internet while Radio's share was 11%.
- Target has historically placed the lion's share of its media dollars on TV with Radio receiving slightly more than 2% share through 2007.
- RAB efforts have successfully shifted mindsets that Radio couldn't work for Target's highly visual brand.
- Radio's share has nearly tripled since 2007.
- 2009 represented a breakthrough year for Radio with it's highest investment to date and capturing a 6% share of their total media budget.

## Objectives:

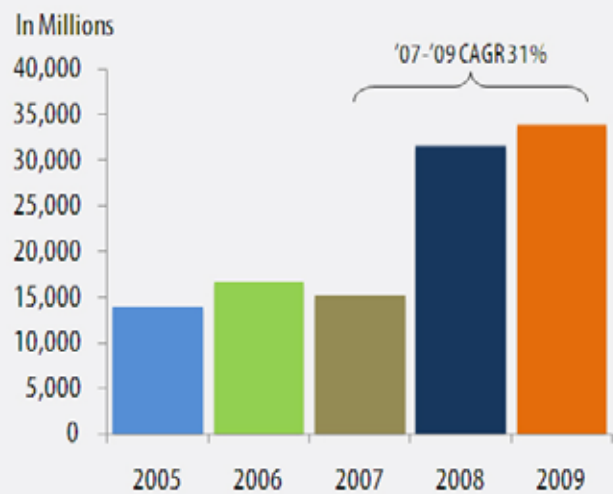
- Drive significant store traffic during key Holiday time period.
- Differentiate Target from the competitors and amplify share of voice.
- Achieve impact through aggressive frequency and reach.

## Concept - Circular Sneak Peeks:

- Each Monday beginning November 30, 2009 and ending December 21, 2009; Radio personalities perused the Target Weekly Ad (circular) referencing the products and values that they find the most interesting or plan to take advantage of during the Holiday Season.



- All endorsements were "true live" banter between the morning show teams
  - no pre-records and aired inside popular morning shows.
- Each endorsement ran first in pod with a seamless transition from programming content and concluded with a station ID, giving the sense that this was truly a part of the morning show.
- 26 markets, 80 Radio stations, over 125 personalities.
- This campaign was an overlay to a 66 spot-market-Radio buy that ran 11/20/09 through the end of December.



## Results:

- Target's total Radio investment was nearly \$34M for 2009, representing almost \$19M in growth over three years for a 31% compound annual growth rate vs. -9% for the industry -- a positive indication of the RAB partnership.
- RAB Business Development efforts drove \$8M into Radio for their 4Q 2009 Holiday effort, representing Target's most significant commitment to Radio.
- Holiday effort viewed as an unprecedented success by the agency due to the process.



WSIX, Philly - Air Logan



WIHT, Washington DC