Objectives:
• Drive consideration, purchases and registrants to the Target Baby Registry.
• Develop a program designed to keep Target top of mind among all expecting moms.

Target:
• W18-49, moms with kids under the age of 5.
• Buying demo: W25-54.

Activated Concept:
• Personality Radio (aka “Target Mommies”)
• DJ Moms of kids 0-5 years old (male talent if they have a “new mom” wife for credibility)
• :60 personality radio spots ran every day, 2/1-2/5/2010
• Spot schedule to support personality radio
• 1/25-2/7/2010

Markets:
• Los Angeles
• New York
• Chicago
• Washington DC
• Dallas
• San Francisco
• Boston
• Philadelphia
• Miami
• Minneapolis

Results:
• Significant sales increase in the markets that ran radio vs. the markets without radio.

For more information contact Tammy Greenberg, SVP Business Development, tgreenberg@rab.com