

From: Emily Judd
Sent: Monday, May 14, 2018
To: Jeff D. Boss
Subject: Family Outfits

I have taken a look into current popular trends surrounding Target, including what consumers are searching for and wanting to buy, and have pinpointed a promising area to focus your social efforts on. The search for Target family outfits was rising at +250% on Google Trends, peaking my interest as a possible area to pursue. I then conducted a search into Target's website and realized that an entire line of family outfits has recently been released in a partnership with Oshkosh. This prompted my additional research into any family outfit trends. Apparently there's a strong trend in taking Spring and Summer family photos and a want for cohesive, sometimes matching, outfits for them.

Additionally, 2017 and 2018 have brought about an Instagram trend in mother daughter, or entire family, matching outfit photos. Google Trends gave supplementary evidence on the popularity of matching, after specifically searching Target Family Outfits and discovering the top four queries were all about matching outfits.

All of this information has provided some helpful insights on ways to capitalize on this trend using real-time marketing. Instagram is a major component in the popularity of matching family outfits, therefore, I recommend utilizing Target's Instagram to develop a social commerce strategy. For example, families, who already post their family outfit photos, can tag Target when wearing their line in their own photos. In turn, Target can use some of these consumer posted photos on their own Instagram, tagging the clothing and allowing shoppers to buy the outfit right from the photo. The strategy is

interactive, relatable, and utilizes an existing trend to promote their own line of family clothing.

Another promising trend centers around families wanting cohesive outfits for Spring and Summer family photo shoots. The photo department at Target also has received some notable attention from consumers lately. Utilizing the Target Photo website and the photo department on the Target app to cross promote for their new line of family outfits, with easy to navigate links from page to page, provides a precise way to target these particular families that might be looking into taking seasonal family photos. There's also another possible opportunity here to target your optimal market through email. Consumers who frequently work with the photo department to print their pictures typically have to provide an email for their online account where they can upload their pictures. Sending enticing marketing materials about this new line of family outfits with OshKosh, who's name already carries some weight, can entice these shoppers to look into this line of clothing for their next family shoot. Additionally, and more broadly speaking, it would be beneficial to also target the mom, or dad, shoppers at Target through an email blast about this new line of family clothing.

Finally, with the search for family outfits rising in popularity, it would be useful to invest in search. Securing Target as one of the top results when consumers are searching for family outfits creates optimal awareness and buying potential for their new line.