

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.

