

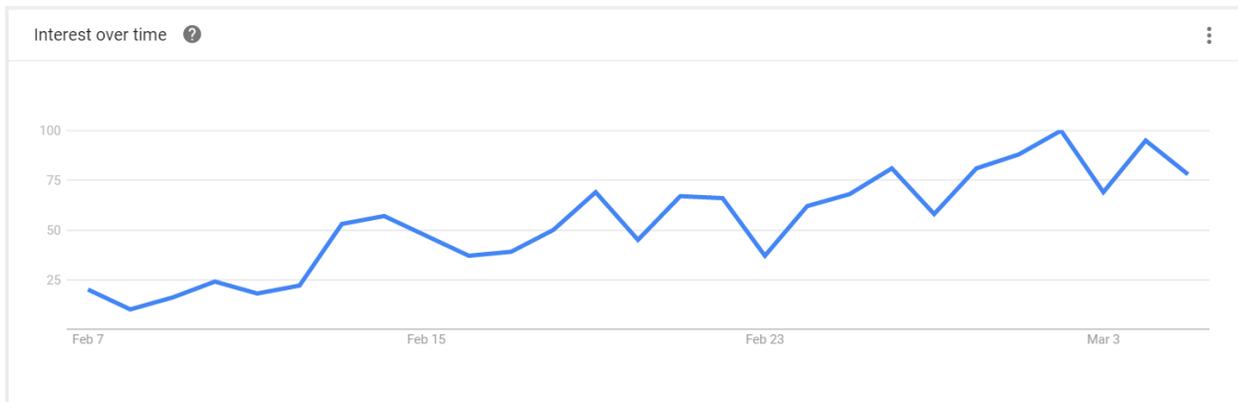


TO: Target Head of Marketing
FROM: Chelsea Trautman
DATE: March 7, 2017
SUBJECT: Real Time Marketing – Emerging Trends

Emerging Trend

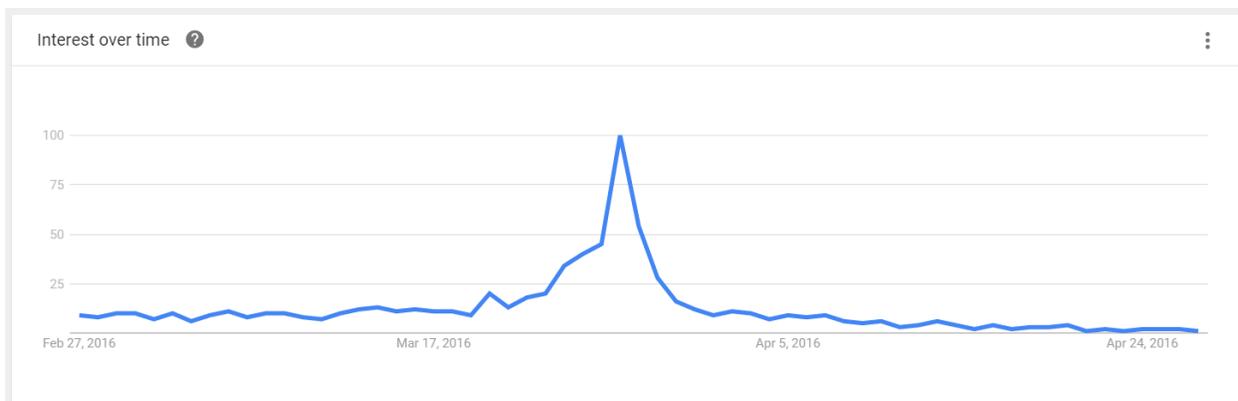
With Easter Sunday nearly one month away on April 16, Cadbury Eggs are a trending topic with consumers excited to purchase the season's exclusive candy. As shown in Figure 1 below, the topic of Cadbury Eggs has shown impressive growth over the past 30 days. Data from previous years (seen in Figures 2 and 3 below) indicates that interest in Cadbury Eggs will dramatically decrease after Easter occurs. Therefore, it is imperative that Target act now to create a digital marketing strategy that will drive customers to Target stores over the next five weeks while interest is high and the candy is still on the shelves.

Figure 1 – Cadbury Eggs 2017 (Easter on April 16, 2017)



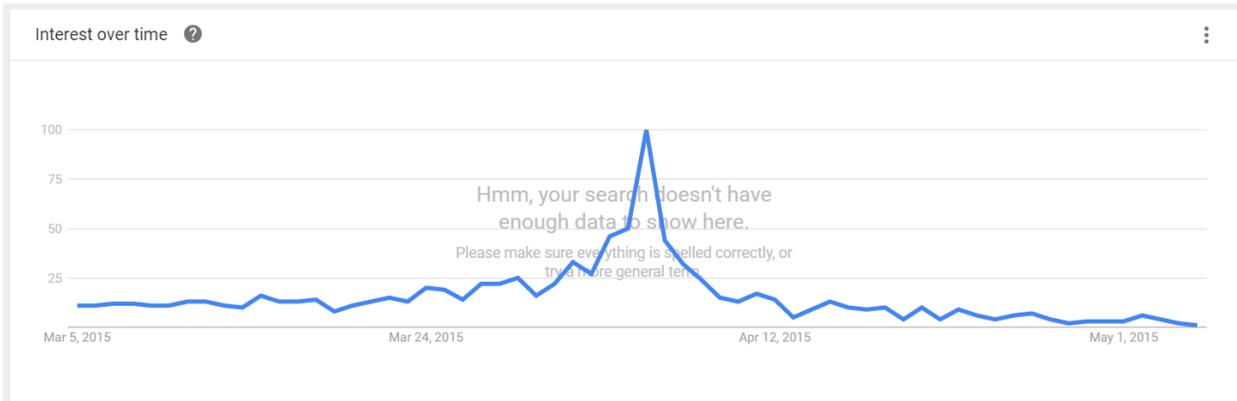
Graph shows interest for previous 30 days.

Figure 2 – Cadbury Eggs 2016 (Easter on March 27, 2016)



Graph shows interest from one month before Easter to one month after Easter.

Figure 3 –Cadbury Eggs 2015 (Easter on April 5, 2015)

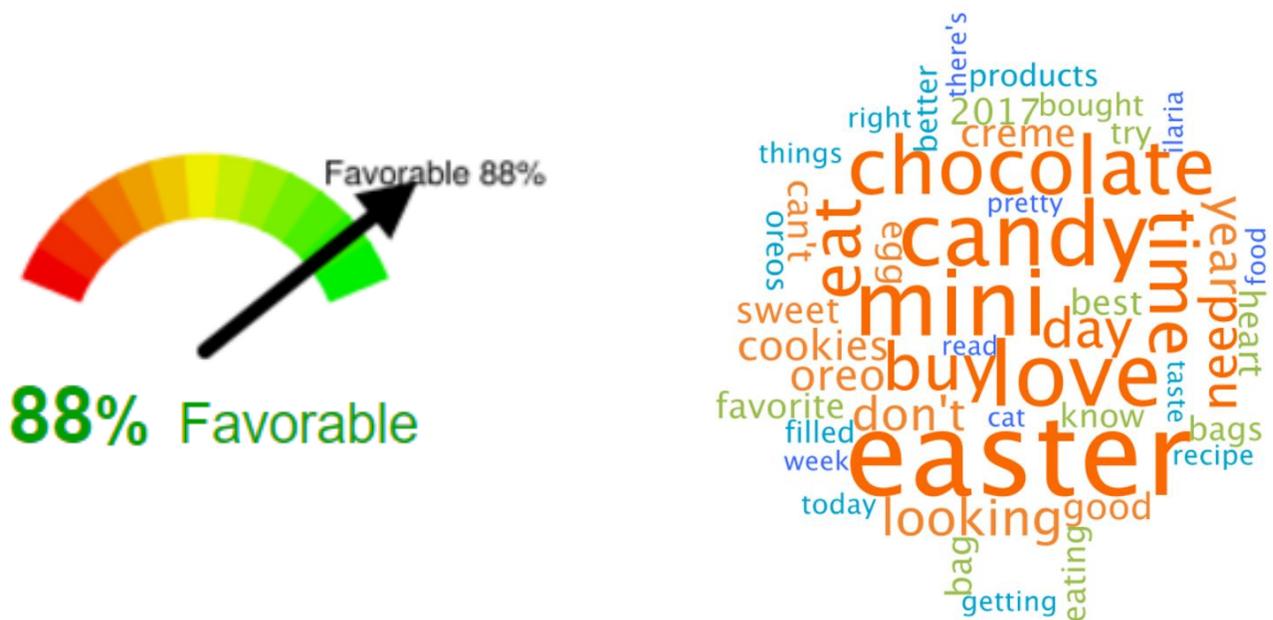


Graph shows interest from one month before Easter to one month after Easter.

Opportunity for Target

As seen in the word cloud below, words like “buy,” “need,” “love,” and “eat,” are all common words mentioned in online posts about Cadbury Eggs. This indicates that a significant amount of the conversations about Cadbury Eggs include expressions of cravings and a need to buy the treats. Additionally, Google Trends indicated that searches for “Easter Desserts” are also rising and, like Cadbury Eggs, will continue to do so until Easter Sunday.

Knowing that [Target’s grocery sales](#) are in need of improvement, we believe this trend presents Target with a unique opportunity to create content that will drive people to purchase more groceries from its stores through a digital campaign focused on Easter dessert recipes containing Cadbury Eggs.



Initial Strategy

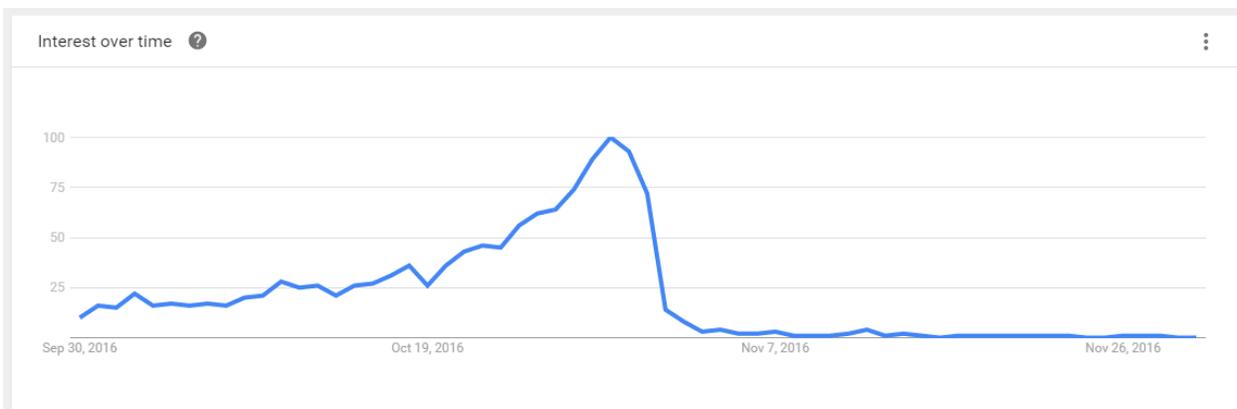
We believe that a social media campaign providing unique recipes containing Cadbury Eggs would allow Target to produce useful content that will drive consumers to the Target grocery section. We recommend that Target partner with mid-tier “Mommy” bloggers that regularly create recipe content and have high engagement rates. These bloggers can boost reach by posting original content on their own social media channels and by promoting/reposting Target’s social media posts. Target can also purchase Google AdWords like “Easter Dessert,” “Easter Recipe,” and “Cadbury Egg recipe,” to ensure that those searching for a recipe are immediately lead to Target’s content.

Influencers will use Target-branded groceries when creating the recipes. Each blogger can also provide unique trackable online and printable coupons that customers can redeem for discounted ingredients, which will encourage consumers to shop at Target for the ingredients needed in the recipe. These unique coupon codes will also help our team track the success of our tactics, allowing us to make needed adjustments during the campaign and in the future.

Future Campaigns

If this campaign is successful, these tactics can be used in the future around similar holidays. For example, Figure 4 shows that “Halloween recipes” is a trending topic in the month leading up to Halloween on October 31. By developing useful, quality content, Target can remain top of mind as a primary grocery supplier and a reliable resource when time-crunched consumers are looking for easy ways to impress friends and family during various holiday seasons.

Figure 3 –Halloween Recipes 2016 (Halloween on October 31, 2016)



Graph shows interest from one month before Halloween to one month after Halloween.