



TARGE CAMPAIGN

TARGET BACKGROUND



Target is one of the largest and most recognizable corporate retail chains in the United States. Target was founded in 1962 in Minneapolis, Minnesota and is still headquartered there. There are more than 1,900 stores across the country. The company is known for their signature bullseye logo, and slogan “Expect More, Pay Less.” Target has built a strong brand identity around their quality products, their convenience, affordability, and customer service.

THE CASE

Currently, Target is facing boycotts because of their recent DEI withdrawal. With the polarized American political climate, this isolates many customers as well as possible future employees. The backlash they are facing is damaging the company financially as well as hurting Target's reputation.



SITUATIONAL ANALYSIS

Background:

- Target was a DEI leader, investing in underrepresented communities.

Recent Shift:

- Jan 2025: Scaled back DEI efforts, especially for Black employees/orgs, under external pressure.

Fallout:

- Employee morale dropped
- 40-day boycott led by Pastor Jamal Bryant
- Backlash from civil rights groups, faith leaders, and loyal customers

Competitor Response:

- Walmart & Amazon maintained DEI commitments
- Gaining trust as Target loses ground

Opportunity:

- Rebuild trust through transparency, reaffirming values, and re-engaging key communities





EXPECTED OUTCOMES

- Renew positive brand reputation
 - Trust
 - Target audiences
- Increase profit
 - Net-zero
- Boost internal morale/trust
 - Lack of loss

CAMPAIGN THEMES/ SLOGAN

Let's Talk about Target!



Addressing and Redirecting

KEY MESSAGING

Transparency

New Perspective

Company Loyalty

Inclusivity

Family Brand

SWOT

S:

- They are a very well known brand with a mass following.
- They have lots of money and resources to solve issues.
- They have few major competitors which mean customers have little choice.
- They have a lot of partnerships and name brands that they sell.

W

- They got rid of a fundamental initiative that upset a lot of people.
- They can inflict a hostile workplace because of the removal of DEI practices.
- They are known to be more expensive and less accessible to everyone.
- They have a lot of scandals that hurt their reputation and bad workplace values.

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- They could potentially be backed by the president and his supporters.
- Not many other options for boycotters to shop at.
- Target has room to grow and improve from their actions that have made the public upset.
- They have the opportunity to reimplement black owned businesses in a way that will satisfy the upset public.

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- Walmart has the opportunity to improve their DEI efforts
- Enough boycotters could partake that could lose Target even more revenue.
- They can lose a lot of their partnerships and stockholders.
- They can further hurt their reputation and brand image.

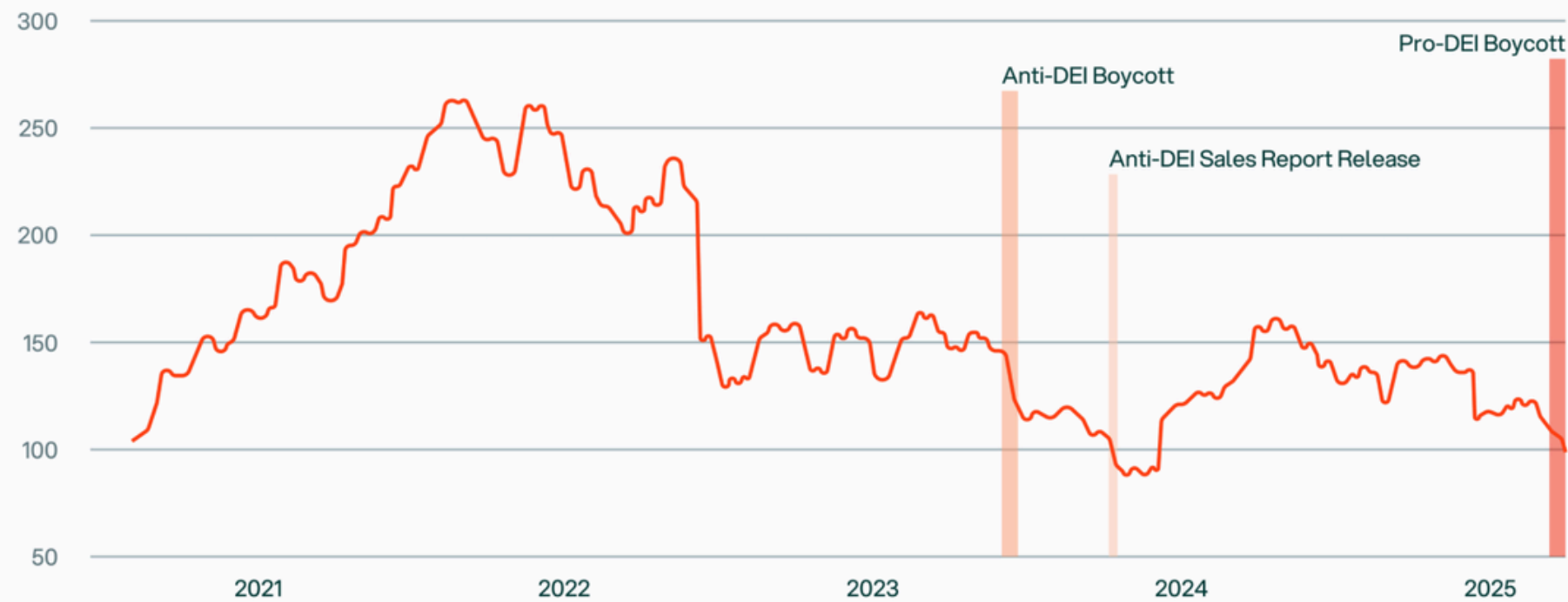


IMPACT CURRENTLY

- Decrease in stock price
 - 12%
 - class action lawsuits
 - these issues did not begin this year
- Reduced number of customers in store
 - 9%



Target Stock Price Since Implementing DEI Initiatives

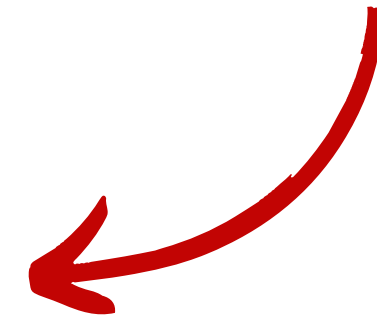




PROBLEM DEFINITION:

“Target is currently facing public backlash and widespread boycotts after decisions that appeared to signal a withdrawal from its DEI commitments. In today’s polarized political climate, this has caused many customers and prospective employees to feel alienated. The backlash is not only affecting the company financially, but also damaging Target’s reputation as an inclusive, community-driven brand. To address this crisis, Target must issue a clear, public statement that either explains its actions or reframes its stance in a way that restores trust and prevents further fallout.”

- BOYCOTTS
- POLITICAL
POLARIZATION
- FINANCIAL LOSSES +
REPUTATION HARM
- INCLUSIVE IMAGE AT
RISK
- STRATEGIC PUBLIC
RESPONSE



TARGET AUDIENCES



GEN-Z



FAMILIES



**MINORITY
GROUPS**

Goals and Objectives

1. Regain public trust and customer base.
 - Have people WANT to come shop at Target again.
 - Reestablish Target as a leading competitor.
 - Gain at least 60 % of lost customers back by end of the year.
2. Increase positive talk about Targets brand through exstensive ad campaign centered around inclusion.
 - Increase diversity within Targets customers by 10% by the end of the year.
 - Stop hate comments and filter more positive messaging about Target.
 - Increase enough positive talk to minimize DEI changes.
3. Market Target as a brand for the family.
 - See and noticeable increase in families shopping and posting about Target.
 - Shape Targets image in a positive light that promotes a welcoming image.
 - Increase sales in the childrens department by at least 30% by the end of year.

STRATEGIES AND TACTICS

Release public statement

- Release a press release in a timely manner so that way there is no more upset from customers.
- The public statement should address all concerns with DEI withdrawals including reasoning and further steps.
- It should be released within this month.
- Ensure the statement does not guarantee DEI policies
- Use Target CEO to write the statement in order to gain some trust back with customers.

Release a Love Yourself Line

- Use a well known and well liked African American celebrity to release a new line.
- Promote positivity by calling the line “Love Yourself”
- Choose a celebrity that is being talked about right now
- Promote inclusivity to try and gain back lost customers.

Family influencers

- Collaborate with a family influencer to talk about Target in a positive light
- Showcase the family shopping for everyone in the family at Target.
- Use a well liked family that supports diversity efforts
- Really promote the image that Target is a family brand

TIMELINE

**Release
public
statement**

**Collaborate
with Family
Influencers**

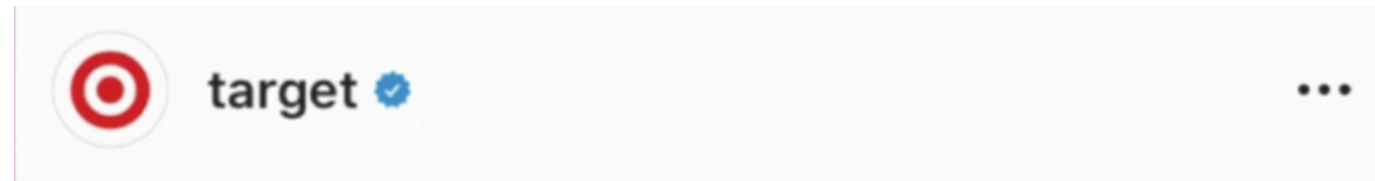
**Release
Love
Yourself
Line**

**Initiate
research on
sales**

**Research if
shoppers are
new or
returning**

**Track
the sales
of the
line.**

STATEMENT FROM CEO.



A STATEMENT FROM OUR CEO

- Reframe the DEI decision
- Soothe concerns about Target as a brand
- Show unity as a company

Caption: A Statement from Brian Cornell

FAMILIES FOR ALL

Objective: Reposition Target as a family-first, inclusive brand that values diversity and community, despite the recent DEI policy changes and rebuild Target's image as a safe, welcoming space for families of all backgrounds.

Key Elements:

1. Family Influencer Partnerships
2. Real Family Stories
3. Social Media Engagement: #FamiliesForAll
4. Family Events

Execution & Key Messaging

Phase 1: Teaser Campaign

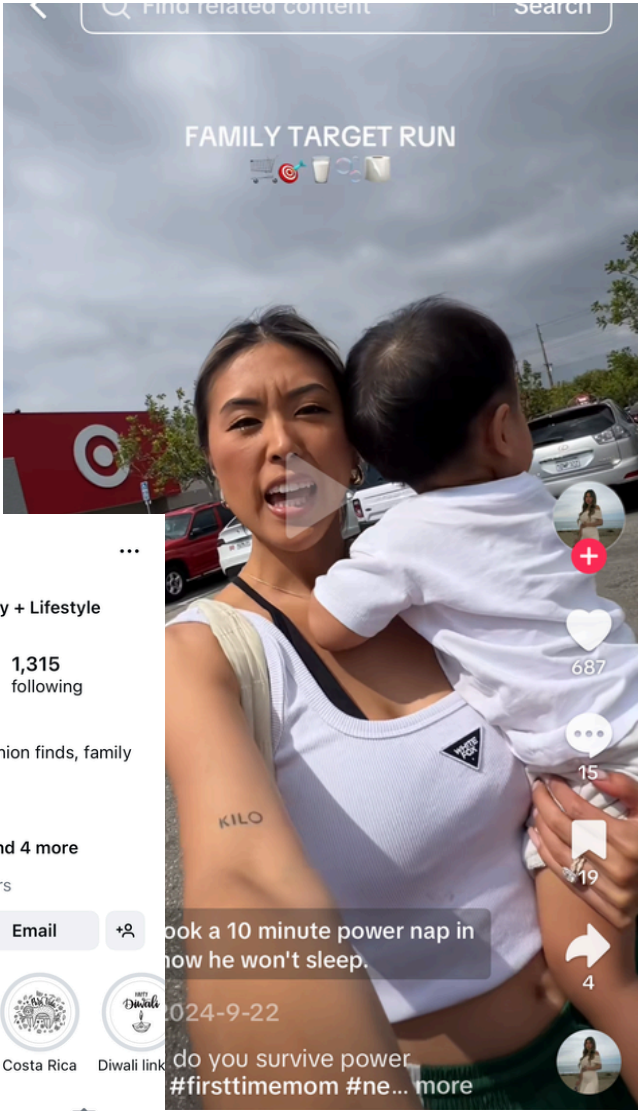
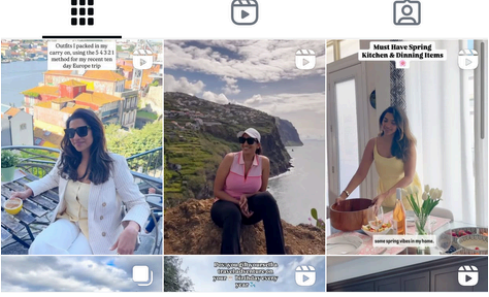
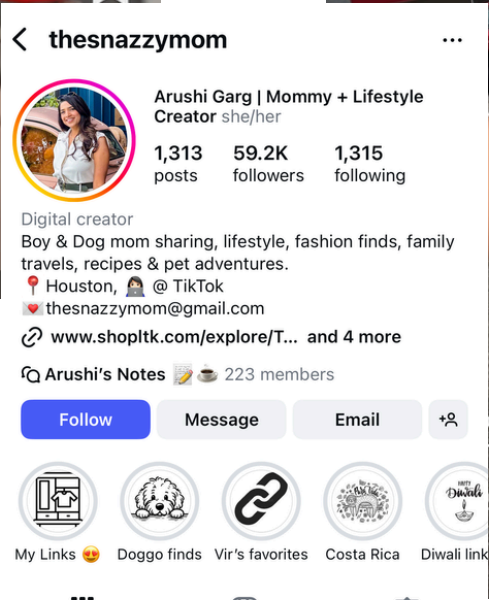
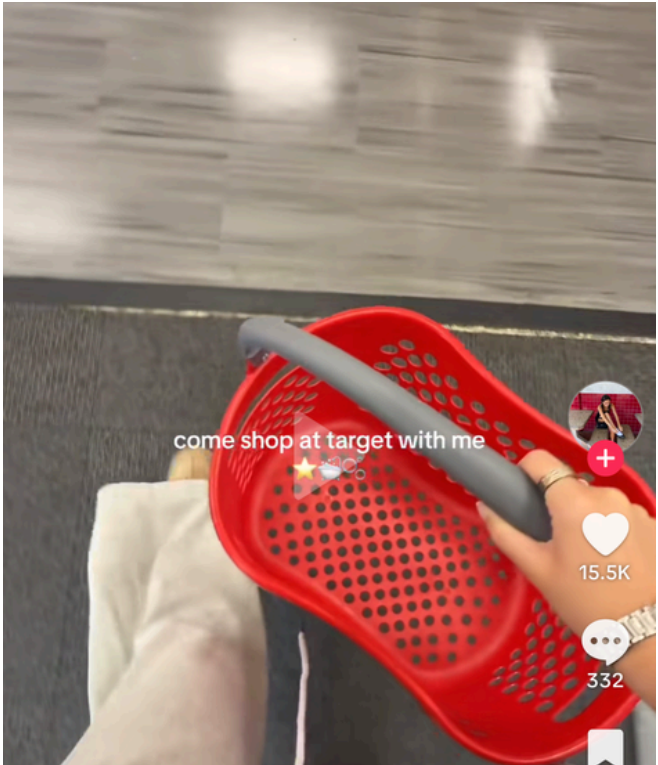
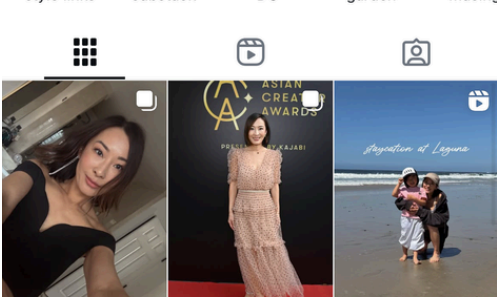
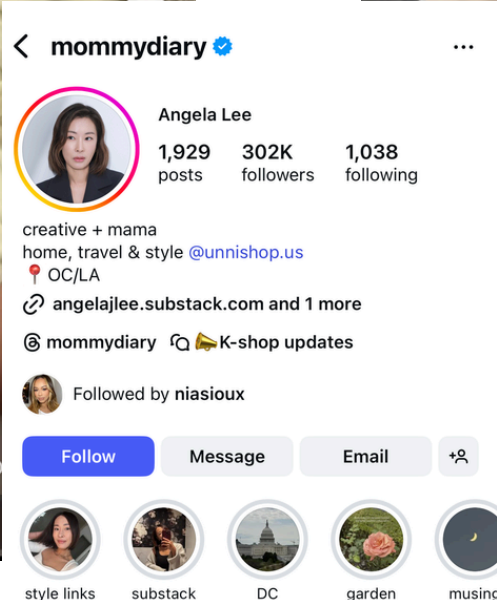
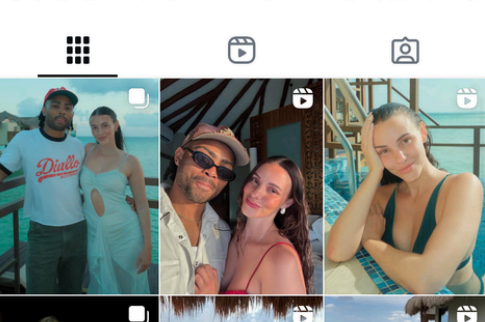
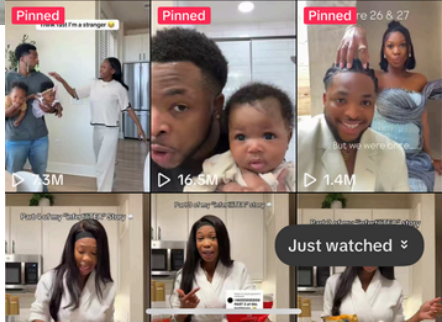
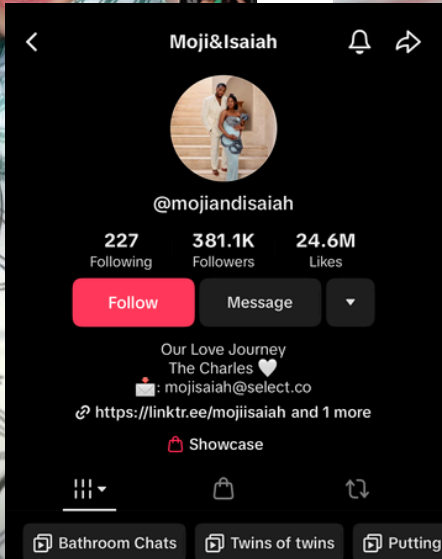
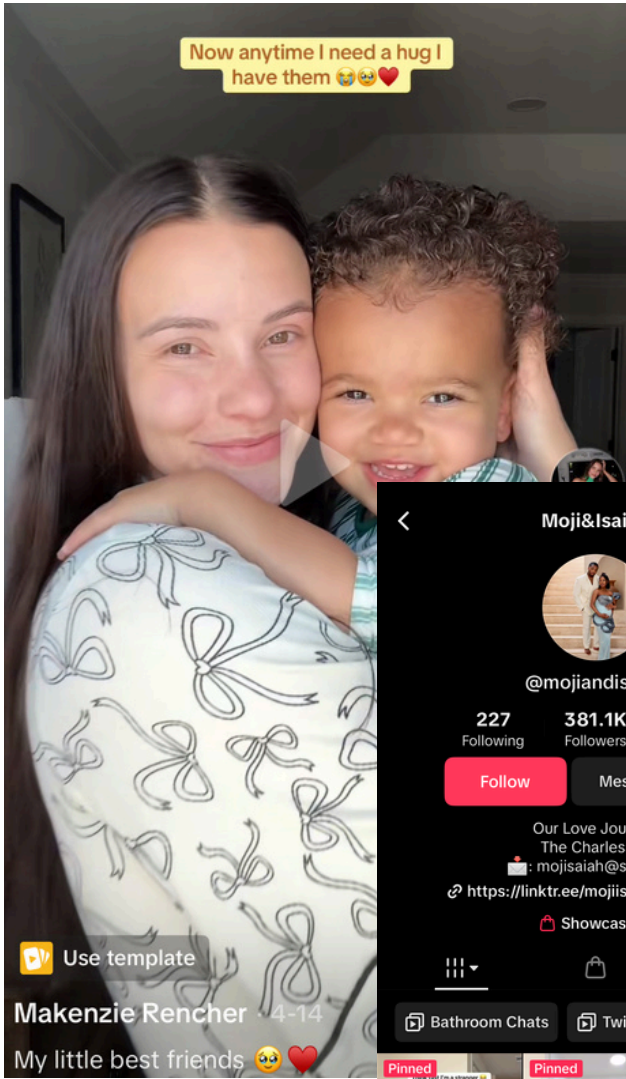
Phase 2: Large Influencer Push

Phase 3: Crisis Management



#FAMILIESFORALL

“We’ve heard the feedback from our team members and communities. Target is a brand built on care and connection – and that includes every family. We’re recommitting to being a place where all feel seen.” - @Target Socials



Love Yourself with Lizzo

- A line, so not a black owned business (sticking to DEI regulations)
- Instagram post announcing new line
- Shes well liked and recently annouced her fitness journey so she is a timely candidate
- Turn publics eye away from the DEI changes and focus on a positive change
- #Loveyourself, #fitnessjourney, #Targetinclusion, #LizzoandTarget
- Begins to make public see Target still cares about diversity and also cares about their customers.





MEASUREMENT PLAN

Researching how each tactic impacts sales

- New customers vs old customers

Track social media engagement

- Followers growth/decline
- Online feedback

Track website traffic

- time on site, time of visits etc.



CONCLUSION

To conclude, Target must address this crisis by issuing a clear and transparent public statement, reaffirming its commitment to inclusivity, and launching a positive ad campaign to rebuild trust with its customers. By emphasizing family values and collaboration with diverse influencers, Target can restore its reputation and regain lost customers, while re-establishing itself as a trusted, community-focused brand.

Thank you!