



team shop

observation:

guests love shopping at Target. how can we help them get more?

what we heard from guests:

“Target needs to get better at making me not think.”

“It feels like 5% is the only benefit of REDcard.”

“I save up my \$5 gift cards to use around the holidays.”

opportunity:

let's give guests an automatic way to save.

we can boost REDcard engagement with an exclusive way to save that will make events special or “nice to have” items a reality for our guests.

solution:

REDcard Reserve

A REDcard program that adds to guests' savings every time they shop

From: Jackie@yahoo.com

To: redcard@target.com

Sign up to save even more at Target.

Today at 1:18pm

introducing

 REDcard
RESERVE

Hi Jackie,

It seems like there's always something to save for, whether it's an upcoming holiday or big-ticket item. To help you reach your goals faster, we created REDcard Reserve.

what is Reserve?

Now you can automatically round up your REDcard purchases to the next dollar, online or in store, and save the extra change in your own REDcard Reserve. And when you spend \$25 or more, Target

introducing

 REDcard
RESERVE

round up your REDcard purchases
to the next dollar and save the extra
change in your own REDcard Reserve.

how it works

- Target automatically matches your roundup amount.
- Unlock cash bonuses when you spend \$25 or more.
- Redeem your Reserve at any time.

free for
REDcard
holders

**Enroll now for free, exclusively
for Target REDcard holders.**

get started.

here's how it works

Let's assume you spend \$61.44
on your next Target Run with
your REDcard.



= **\$61.44**



next

sign up & start saving

round up

You'll round up that purchase total to \$62.00 and contribute \$0.52 to your REDcard Reserve.

you contribute

\$0.52

\$61.44 = \$62.00



next

sign up & start saving

target matches!

Because you spent over \$50.00, Target will not only match your \$0.52 contribution, but will also contribute \$1.00 to your Reserve.

target contributes

\$1.52

Without thinking about a thing, you're now \$2.04 closer to that special something!



[sign up](#)

[sign up & start saving](#)



REDcard *RESERVE*

your reserve

\$15.22

reserve snapshot

\$2.23

i've added

\$12.99

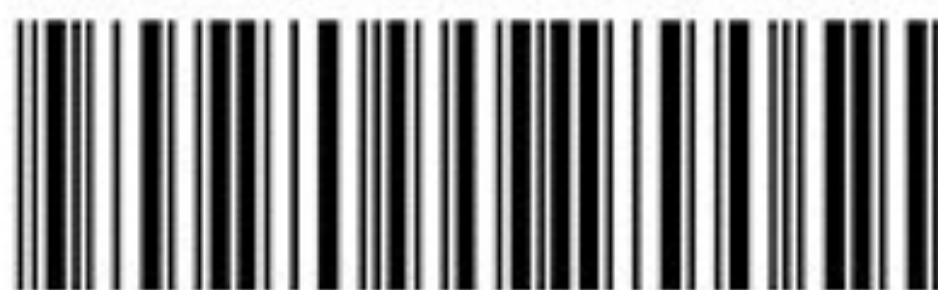
target's added

\$50

next reward

your barcode

scan your barcode for faster checkout.



your REDcard

[edit](#)

\$78.45

amount due

[make a payment](#)

\$345.12

total savings

[← Messages](#)

Reserve

[Details](#)

Today 10:17 AM

hi

Hi, thanks for letting us know you want to sign up for Reserve! You can start saving on your next shopping trip.

Can you let us know what you're saving for? We'd love to help along the way.

If you're saving for an event, reply 1. An item you want, reply 2. A school or charity, reply 3. If you're not sure, reply 4.

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what we heard from guests:

“I would move some of my other purchases over to Target, like groceries, to use REDcard Reserve.”

- target guest / female / age 24

“It’s effortless. I just have to sign-up and go.”

- target guest / female / age 35

“It’s a nice incentive to spend and reach a certain threshold. You could have a nice chunk of change at the holidays to buy presents with.”

- target guest / female / age 40

challenges:

- **Target's financial investment**
- **guests' willingness to commit**
- **organizational partnerships**

success metrics:

- **basket building**
- **REDcard usage**
- **account creation**
- **superapp downloads**
- **Target wallet usage**

REDcard **RESERVE**

automatically round up your REDcard purchases to the next dollar & save the extra change in your own REDcard Reserve.

- Target matches your contribution when you spend \$25 or more
- Unlock bonuses when you spend \$50 or more
- Redeem your Reserve at any time

start saving

free for
REDcard
users

