

Case Study: Loved Products



The Issue

Target wished to understand the key product lines that would work hardest for them, by understanding what are most touched, most loved, could be championed in comms, and drive visitation.

What We Did

We ran a task-based, online community of DDS shoppers to understand real-world, relevant and tangible examples of 'loved' products.

We explored what products in their home they love (or don't) , what they see when out in DDSs that's useful, different, interesting, inspiring, good / poor value...in short, potentially lovable.

The Outcome

Established a clear understanding of what DDS products are 'loved' and the reasons why (which were often very practical / mundane).

Clear understanding of what Target products were loved, or not, and why...and where the opportunities lie for the brand and its product range.