

# Case Study : 'Quality' North Star



## The Issue

Target wanted to cement its place in a fast changing and increasingly difficult retail landscape.

Going back to basics, they developed a positioning around 'quality fashion and basics at low prices'.

We were tasked with understanding exactly what 'quality' means to the consumer...

## What We Did

A major program of qualitative research exploring what 'quality' – in a tangible sense – meant for each major project category.

We used collaborative focus groups, accompanied shopping trips and in-store observation.

## The Outcome

Understanding where and how 'quality' played a role in the customer's purchases.

Quality checklists for each major category for use by product designers and buyers.

'Messaging' insights for marketing teams and agencies (from brand right down to packaging).

Input into major quant study design.