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CASE STUDIES

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CAMPAIGN: TARGET BEAUTY CONCIERGES
CLIENT: TARGET
AGENCY: BRAND CONNECTIONS



a best-in-class training curriculum and process to ensure Beauty Concierges are highly-trained and brand agnostic on all products offered in Target's vast beauty department. Brand Connections uses their proprietary web portal as a tool to manage and train Beauty Concierges on an on-going basis.

Serving as a trusted expert, Beauty Concierges provide shoppers with personalized, detailed and unbiased information about beauty and personal care products offered at Target and act as a knowledgeable source of advice in what can sometimes be an intimidating department. Beauty Concierges are located in the beauty aisle at Target wearing a distinct black apron and no appointment is necessary.



TARGET

Building off its "Expect More. Pay Less." brand promise, Target, with the help of Brand Connections, has rolled out Beauty Concierges at 200 stores in Chicago, Minneapolis, Los Angeles, Orange County, Washington D.C. and Baltimore, with more stores planned for 2013 and 2014.

OBJECTIVE:

Brand Connections was challenged to create an experience in-store with highly trained, specialized and brand agnostic beauty enthusiasts who would be available to answer guests' questions in store.

SOLUTION:

Brand Connections not only developed and implemented a strategy to hire and recruit the perfect staff member to represent Target's brand and approach to beauty, but also developed

RESULT:

In an often crowded and sometimes daunting marketplace, Target's Beauty Concierge program ensures that shoppers receive the friendly, personalized counsel they need to purchase their favorite beauty products at affordable prices. This results in increased sales and loyalty for Target and aligns with their vision to increase their level of service, truly making Target a destination for beauty.