

TARGET GATHER ROUND + THE LEGO MOVIE 2: THE SECOND PART

Target + Screenvision Media brought moviefans a behind-the-scenes look at *The LEGO Movie 2*!

- :15 branded intro featuring Bullseye excited moviegoers as they gathered round for a special sneak peek of the highly-anticipated film brought to them by Target!
- Warner Bros. provided a BTS clip of Lego Batman himself, Will Arnett, sharing how great it is to **Gather Round** the microphone – reminding audiences of Target's ownership of the exclusive content!





TARGET 4Q18 RECAP

:30 CINEMA SPOT & :75 CONTENT
SPOT 11/9-12/25



NON-R MOVIE RATINGS



W18-49 FINAL DELIVERY: 104%





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SCREENVISION TARGET RESEARCH

Screenvision Media

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TARGET RESEARCH KEY HIGHLIGHTS

83%

AD ATTENTIVENESS

Moviegoers were highly engaged when viewing the Target advertising

HIGH AD RECALL

89% recalled seeing Target on-screen during the preshow with the ad and sneak peek

76%

SAY TARGET ADS FIT THEATER SETTING WELL

Most moviegoers felt the Target ad(s) fit well in the theater environment

Seeing families being together, having fun and sharing good times hit the spot, especially in the holiday season

+46%

TOP OF MIND FOR HOLIDAY SHOPPING

Moviegoers exposed to the ads were more likely to mention Target as a store for holiday shopping

ALMOST UNIVERSAL BRAND LOVE

A very high 96% of viewers say they love/like Target

86% BRANDS ALIGN

With their playful, bright and family friendly personalities, Target and LEGO are a great fit.



Target & LEGO: A Great Fit

The vast majority of moviegoers thought the Target sponsorship of *LEGO Movie 2* was a good fit. Not only do they think it's a good match because Target sells LEGO products in their stores, but they also appreciated the alignment of deeper themes revolving around family values and being together.

Those who saw the *LEGO Movie 2* sponsored sneak peek expressed much more interest in seeing it in a theater than the control sample.

THE BRANDS ARE ALIGNED

"Target promotes happiness and is colorful. And LEGO is also colorful. Playing with them makes you happy."

86%

A GOOD FIT

Nearly all moviegoers agree that Target and LEGO are a good fit

BOTH FAMILY ORIENTED

"Target is a family oriented store. I feel like the LEGO movie is also a family oriented movie, so they tie in well together."

+34%

Interest in seeing *LEGO Movie 2* in theaters grew by 34% among those who saw the sneak peek

PROMOTING TOGETHERNESS

"Both brands are about having fun together...they give us subtle reminders to take time to be with our families."



A NATURAL FIT

"Target sells toys [including] LEGO"



Campaign Summary

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1

The Target commercial was well-liked and captivating, with moviegoers liking and recalling it at high levels. The fun, family-oriented advertisement tapped into what moviegoers already enjoy about Target, with a happy, colorful and positive mood that evoked the holiday spirit.



2

Target and the *LEGO Movie 2* are a natural fit. Viewers felt these two brands were a natural match: not just because Target sells LEGO products in their stores, but also because they align on a deeper level. Moviegoers elaborated that both LEGO and Target are bright, colorful, cheerful brands that celebrate fun and play, and appreciated that both advertisements celebrated themes of togetherness and featured diverse casts.



3

Those who saw both the sponsored content and Target commercial recalled seeing a Target advertisement at a higher level than those who just saw the Target commercial. Both ads fit well in the theatre experience and moviegoers found the ads **attention-grabbing and likable. The ads together were particularly impactful for parents of children under 18.**