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!







TARGET4Q18RECAP



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

NON-R MOVIE RATINGS

W18-49 FINAL DELIVERY: 104%



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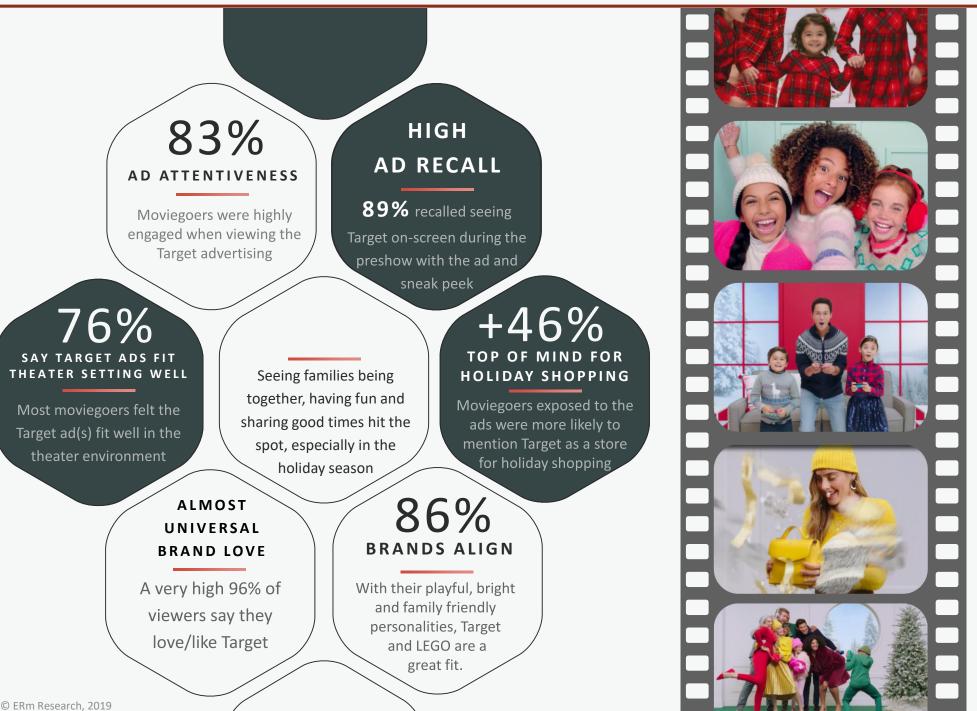
SCREENVISION TARGET RESEARCH

Screenvision Media January 29, 2019





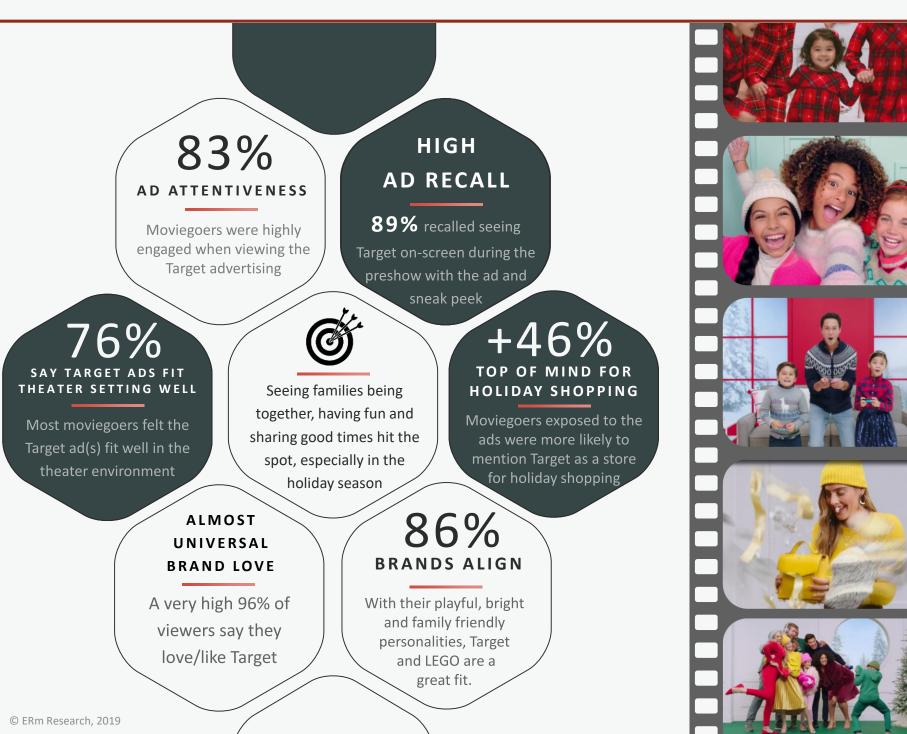
TARGET RESEARCH KEY HIGHLIGHTS



Target & LEGO: A Great Fit



Campaign Summary



Key Takeaways



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.



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.

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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.**