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Designing around discovery is the **advantage.**

Growth starts when brands understand how guests discover, decide, and act across moments.

GUEST

Start with a deep understanding of your Target guests — their needs, behaviors, and aspirations.

MOMENT

Identify the moments that matter across the guest journey — big and small.

SIGNAL

Turn guest behavior into valuable signals to understand intent and opportunity.

EXPERIENCE

Design more relevant, seamless experiences across media, merchandising, and in-store.

LEARNING

Measure what changed, apply insights, and keep iterating to drive greater impact over time.

Start with the guest.
Design the moments that matter.
Measure what changed.



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How to grow with Roundel™

A simple, connected approach to turn more guests into growing opportunities.



Start smart (guest-first)

Understand your audience and what matters to them.

Connect moments

Bring your brand to life across the shopping journey.



Capture intent

Reach high-potential guests across Target and beyond.

Scale what works

Optimize, measure and grow with confidence.

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Roundel's building blocks

Our recommendation to maximize your media investment & mix across the entire funnel.

ORDER OF MIX

In-Store Activations

Connect with the guest in-store to drive increased awareness of your brand as they browse the beloved aisles of Target.

Social & Video

Reach guests as they are in the shopping mindset while browsing their favorite social & video platforms to drive reach & purchase.

Always-On Display (Solo, MV & PbR*)

Meet the guest wherever they are in the funnel to influence purchasing behavior. Display campaigns help the guest understand your products, learn more about your brand, stand for key moments & take advantage of promotions.

Always-On Google Search

Google Search helps you capture guests who aren't actively shopping at Target.com or Target App. You can drive traffic to your product, targeting guests who are searching elsewhere on Google.

Target Product Ads

Target Product Ads (TPA) are sponsored ads that function as the foundational advertising solution for all Roundel clients. TPA supports your campaign by boosting your products to the top of relevant Product Listing Pages.

Retail Readiness

Ensure your products are easy to find, accurately represented and competitively positioned across Target.com and in-stores, providing the strong foundation needed to maximize the impact of your media investment.

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NEW AT TARGET PLAYBOOK

Big moments work harder when media **starts before — and continues after.**

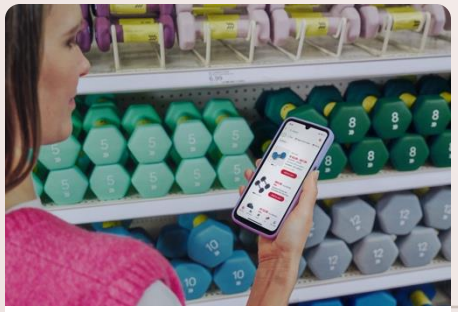
Build awareness, drive discovery, and keep the momentum going to make your launch a lasting success.



BEFORE

Create awareness and build anticipation.

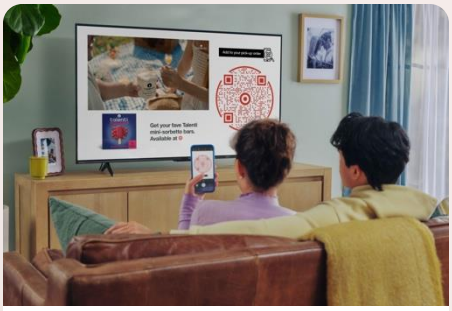
- Introduce your brand and story early.
- Build excitement and demand.
- Reach guests across channels before your launch date.



AT LAUNCH

Own discovery and make it easy to shop.

- Show up prominently when guests are actively shopping.
- Drive visibility with Target Product Ads and complementary media.
- Remove friction with strong product content and availability.



AFTER

Stay visible and sustain momentum.

- Keep media active to maintain awareness and drive repeat purchase.
- Expand to additional channels and moments.
- Use insights to keep learning and optimize over time.

THE BIGGER OPPORTUNITY
Turn launches into long-term growth.

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PLANNING CONVERSATION GUIDE

Turn everyday moments into **what's next.**



THE BIGGER OPPORTUNITY

Bring these questions into your next planning conversation.

- What is the guest trying to accomplish?
- Which discovery moment can your brand make easier, more useful, or more inspiring?
- What will you measure to know whether media created meaningful change?

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YOUR ROUNDEL LIVE TOOLKIT

Three resources. One connected planning system.



Meet the Target Guest

Understand how Target guests discover, decide, and shop before you choose the media.

USE IT TO

Ground your brief in guest behavior, active decisions, and the moments where discovery is still possible.

Open the guest guide →



Discovery Design Framework

Turn guest understanding into a focused plan your team can brief, activate, measure, & improve.

USE IT TO

Align the growth goal, discovery moment, signal, experience, and learning before channel choices begin.

Open the framework →



Measuring What Matters

Build a measurement approach that connects media activity to meaningful business outcomes.

USE IT TO

Think beyond topline ROAS with closed-loop attribution, new guest measurement, and incrementality.

Open the playbook →

THE BIGGER OPPORTUNITY

From insight to impact.

Use all three resources together to design more intentional discovery and drive stronger results with Target guests.

- Start with the guest.
- Plan with the framework.
- Prove what works.

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