



## THE TARGET BIG IDEA CHALLENGE

*A monthly contest in which a branding challenge is identified and presented to the entire marketing team at Target to solve.*

**Problem:** What about the Target in-store experience is 'out of brand' and how do we fix it?

**Solution:** The red and khaki outfits our in-store team members wear don't look cohesive on the floor. Let's ask one of the fashion designers we collaborate with to give the in-store uniform a fabulous makeover.