

Oct. 3-4, 2023

# Target Virtual Event

## Target in 2023: Balancing people, priorities, and profits

After a challenging start to the year, Target will find three key forces pressing on its already-modest outlook: people demanding authenticity, brands fighting for priority at the shelf, and stakeholders mandating stronger growth and profitability.

Target has no small task ahead in balancing these three forces necessary for its success. Join our team to understand how your brand can help Target make strides toward achieving this balance while driving long-term growth.



Food and beverage categories drive just **21% of Target's sales compared to 60% at Walmart** – where 17% of Target shoppers currently spend the most on the category.

Target plans to open **16 total sortation centers by 2024** and is testing a new last mile delivery center to speed up its supply chain.



Target is laser focused on achieving a **6%** operating income margin in the next few years, nearly doubling the rate achieved in 2022.

You'll walk away from this event with insights into:

- Target's core strategies and which to prioritize to help your brand drive growth at retail today and tomorrow
- The retailer's growth opportunities in grocery and the competitors it will face as it seeks to gain share in the category
- Target's newest investments in growth through retail media and last-mile delivery, as well as its biggest challenges in stemming loss prevention
- The Target guest when it comes to seeking value, buying groceries, and evaluating private brands

## Event Presenters



**Karen Kelso**  
Vice President,  
Retail Insights



**Taylre Stumpf**  
Senior Analyst,  
Retail Insights



**Anna Brennan**  
Senior Analyst,  
Retail Insights



**David Marcotte**  
Senior Vice President,  
Global Retail &  
Technology



**Mary Brett Whitfield**  
SVP, Head of Shopper  
Insights



**Ross Cloyd**  
Director, Retail Insights



**Doug Hermanson**  
Principal Economist



**Amy Spiridakis**  
VP, Strategy &  
Operations for Target  
Food & Beverage

## Virtual Event

Listen live or consume later

**Live:**

**Day 1 | 12:30-4:15 PM CT**

**Day 2 | 12:30-3:45 PM CT**

## Registration

Register today by emailing

**events@kantarc consulting.com**

or visiting our [event website](#).

**DAY 1: Oct. 3**

12:30-12:40 PM CT

**Welcome and introduction**

12:40-1:10 PM CT

**Target market: Macro challenges affecting Target**

Doug Hermanson, Principal Economist

- Understand the future path of inflation.
- Learn how to navigate the recession risks facing Target.
- Anticipate changes to Target's guests in response to macro conditions.

1:10-1:55 PM CT

**Full circle: Target's core strategy examined**

Karen Kelso, Vice President, Retail Insights

- Revisit Target's core priorities to explore how they've changed in today's environment.
- Focus on where Target (and suppliers) will need to lean in today and tomorrow to achieve growth.
- Get early access to Kantar's Target outlook and how you can capture your share of growth.

1:55-2:10 PM CT | **BREAK**

2:10-2:40 PM CT

**Digital round-up: Target's latest omnichannel moves**

Taylre Stumpf, Senior Analyst, Retail Insights

- Explore Target's latest investments in driving omnichannel efficiency and experience.
- Learn how these investments will impact brands at the physical and digital shelf.
- Find out how Target's digital priorities will shape future growth.

2:40-3:10 PM CT

**Roundel: Growing along with Target's retail media ambitions**

Anna Brennan, Senior Analyst, Retail Insights

- Review the rapid rise of retail media networks.
- Assess where Roundel fits in the landscape and its importance to Target's growth.
- Evaluate best-in-class uses of retail media and how to maximize your advertising strategy at Target.



3:10-3:25 PM CT | **BREAK**

3:25-4:10 PM CT

**Circling the wagons: Brand implications for loss prevention**

David Marcotte, Senior Vice President, Global Retail & Technology

- Understand the challenges of loss prevention at retail beyond the shelf.
- Explore the strategies retailers like Target employ to combat rising shrink.
- Learn how these strategies affect both retailers and brands financially and at the shelf.

4:10-4:15 PM CT

**Day 1 wrap- up**

**DAY 2: Oct. 4**

12:30-12:35 PM CT

**Welcome and introduction**

12:35-1:10 PM CT

**The guest list: What's most important to Target's best shoppers**

Mary Brett Whitfield, SVP, Head of Shopper Insights

- Understand the core values of the Target shopper and how they're changing.
- Discover how the Target shopper seeks value in the shopping experience and the role of private label.
- Take a closer look at Target grocery shoppers as Target makes big moves to win share in the space.

1:10-2:10 PM CT

**Grocery round-up: Target's market position and competitive strategies**

Karen Kelso, VP, Retail Insights

Taylre Stumpf, Senior Analyst, Retail Insights

Ross Cloyd, Director, Retail Insights

- Understand Target's approach to winning in grocery and its current place in the market.
- Explore the key strategies of Target's biggest grocery competitors.
- Uncover how competitive knowledge can help you help Target drive category growth.

2:10-2:30 PM CT | **BREAK**

2:30-3:00 PM CT

**Growing with Target's Food & Beverage business**

Amy Spiridakis, VP, Strategy & Operations for Target Food & Beverage

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3:00-3:30 PM CT

**Target's seasonal merchandise strategy evolution: What's next?**

Taylre Stumpf, Senior Analyst, Retail Insights

Karen Kelso, VP, Retail Insights

- Examine what makes Target's seasonal activations so effective.
- Discover the role of national brands in the context of seasonal solutions.
- Explore where Target will take its seasonal activations next and how you can capture your share of growth.

3:30-3:45 PM CT

**Day 2 wrap-up**