



# AWARD: BRANDS AS CREATORS

## WINNER: TARGET – CONVOS WITH CEOs

### BACKGROUND AND CONTEXT

The vast majority of Target's consumers want to buy from brands that care about their employees, communities, and vendors, and Target is a brand that embodies these values.

Target has always had a commitment to accelerating economic vitality within the Black community – investing in Black-owned/founded businesses and amplifying Black voices through its owned channels. Recognizing that people behind Black-owned/founded brands have amazing stories to tell about their journeys, Target aimed to shine a light on these brands.



### CAMPAIGN OBJECTIVES

The YouTube series "Convos with CEOs" was created to showcase Black female-owned businesses, and their founders' stories and entrepreneurial journeys to Target stores. Ultimately, Target set out to inspire entrepreneurial spirit within all of us, to drive equality and empowerment within the Black community.

### CREATIVE STRATEGY

Target identified an emerging YouTube creator to create a custom series highlighting the unique stories and journeys of the founders of Black female-owned businesses at Target.

Hallease developed a five-part video series – "Convos with CEOs," kicking off with an introductory video.

Each subsequent video featured one CEO and their brand, including Black Girl Sunscreen, Beauty Bakerie, 10-year-old Bellen's More Than Peach, and more. The topics ranged from investing, venture capital for start-ups, and keys to growth to lack of inclusivity in certain product categories. Through these candid conversations, Hallease invited audiences to get immersed in the "behind the scenes" of Target's brand partnerships.

Target was organically integrated into the storytelling through relevant integrations including in-store shots, products displayed in Target boxes, and product discussions.



**"I loved this one for how sincere it is. It's talking about Black-owned brands sold at Target. I think it was a great way to use their partners as creators and content to push this agenda."**

– Raig Adolfo, President & Chief Strategy Officer, Saatchi & Saatchi

## WHAT ROLE DID YOUTUBE PLAY?

YouTube played a pivotal role in enhancing creativity and collaboration, and provided the right platform where these stories could authentically live.

Target featured custom teaser content on its YouTube channel along with the full playlist of the series.

The YouTube creators' channel highlighted Hallease's videos across their social channels, further amplifying Hallease's content throughout the YouTube community.



## OVERALL EFFECTIVENESS

The campaign was effective in driving the following results:

- 107.3K hours watch time
- 6.4MM+ total views across five episodes on YouTube
- 60+ minutes of original content

## WHY DID THIS CAMPAIGN WIN?

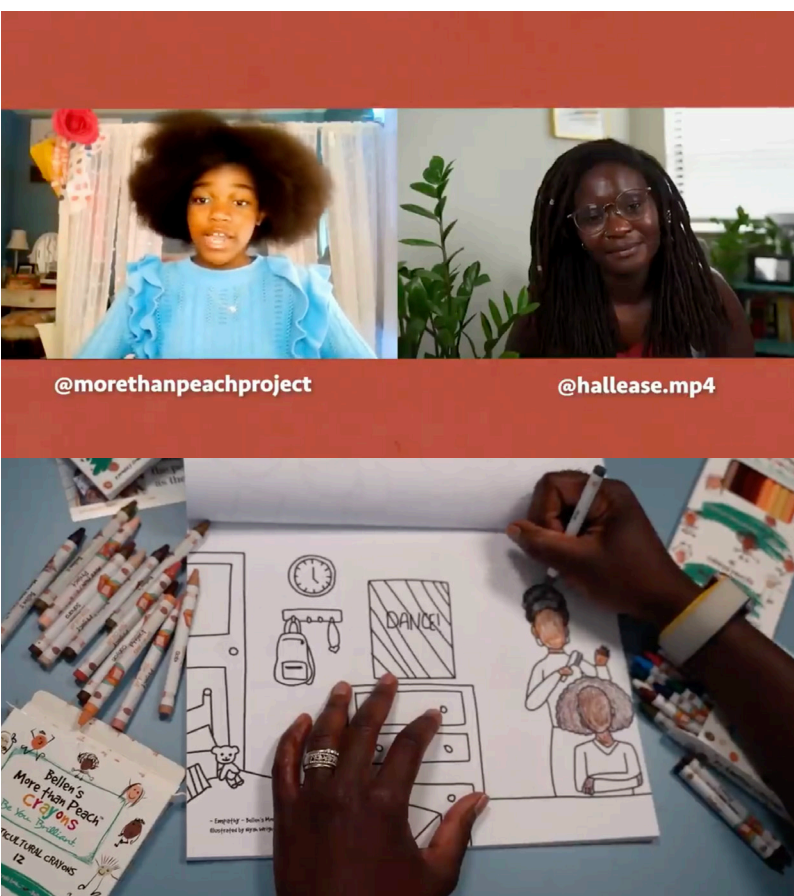
By partnering with a talented YouTube creator, Target was able to connect with its audience, leaning into the enduring power of storytelling to honor Black female CEOs.

The rich content was native to the platform with the brand organically woven into the story. Target was able to reinforce the brand's commitment to the Black community and the products and brands featured in the stories.

By acting as a creator, Target was able to consistently release inspirational content that authentically celebrated Black founders and entrepreneurship.

**"Because this is a series, YouTube is a great fit for this content."**

– Kyle Jackson, EVP, Precision Solutions Enablement, Publicis Media



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