



All Sites

Hello, [Kirsten.Berg](#) [Site Actions](#)

[about target](#) [pay & benefits](#) [services & requests](#) [career spot](#) [zones](#) [communities](#) [help](#) [quick links](#)

[Print](#) [Email](#)

# Apple and Target: A Big Deal This Holiday

December 12, 2014



It's no surprise that most product categories at Target count on big sales during the holidays. And that's especially true for Apple products, where we aim for 10 times more sales in the few days of Black Friday weekend – between 6 p.m. Thanksgiving Day and the end of the day on Saturday, Nov. 29 – than we'd have in a normal week. "It's a huge, huge weekend for the overall Apple business," says Justin Doyle, buyer, iPads and other tablets. Besides big promotions, including a \$140 GiftCard with the purchase of an iPad Air 2, we provided guests a dedicated Apple shop, transforming the Electronics service boat into a destination for iPads, iPhones, iPods, and iTunes gift cards.

That hard work, not to mention months of marketing and inventory-planning leading up to it, paid off big time: November Week 4, unit sales were up 20 percent over last year.

## Building Apple's trust

"There's a huge amount of overlap between our core guests, Demanding Enthusiasts, and people who buy Apple products," Justin says. "So that's how we approach Apple: 'Our guests love your product and already shop in our stores and online, and these are the things going on in our stores. This is why you should trust us as a key partner on Black Friday.'"

Target also shares what we do differently as a retailer, from fixtures that make products look great to amazing team members in stores, promotional vehicles that are the most widely seen and that provide the biggest lifts in the industry, and a mobile app that lets guests quickly find the products they want. All of that, Justin says, is what makes Target the destination for Apple products on Black Friday.

## Inventory planning

Inventory planning is a critical component of our partnership with Apple, and Target conducts quarterly planning sessions with all of Apple's key inventory teams. "Our teams are in constant communication," Justin says. "We worked 10 months in advance of key events this fall [launches, ads, the holidays] and shared models with Apple to ensure we ended up the right amount of inventory."

The day Apple announced its new product lineup back in September, Merchandising and Marketing teams in Minneapolis huddled in a room to watch it together. "We planned months in advance so we were ready to react to any variety of devices Apple could've launched at that point," says Justin. "And then we're taking an entire season's worth of planning and execution, and we're doing it in two to three days to have their product at Target a week or two after the announcement."

The Site Merchandising team, Justin says, deserves a lot of credit during that crunch time. "They're the ones burning the midnight oil updating the website," he says. "Emails are flying literally to midnight or later, but our goal is to do as much of as we can in advance."

## Marketing advantage

Apple's trust in Target also stems from our marketing, including a TV spot last year that featured the iPad Air. "That was a big win for us last year," says Trevor Arnold, senior specialist, Brand Category Marketing. "We've proven to Apple we can promote their products while maintaining the brand integrity they have worked hard to build." It also paved the way for two more spots this Holiday. "Last year's success led to a stronger Apple/Target collaboration and smoother campaign development this year," Trevor says.

Target is the only retailer in the U.S. to partner with and feature Apple in TV spots this Holiday – an [iPad Air 2 TV spot](#) that ran November Week 4, and an iPhone 6 spot coming up December Week 3.


Our marketing advantage extends beyond TV. "We've got a really talented circular team," Justin says. "The team has produced content this year that's really impactful – and we're the only team in the world that features Apple product in creative presentations that are uniquely Target." It's special, Justin says, because Apple has strict guidelines for how their products are marketed. "It's a compliment to our teams that Apple works so closely with us," Justin says.


## Apple Pay


We're investing heavily in Apple from a technology standpoint as well. Our Mobile team worked closely with Apple leading up to the launch of [Apple Pay](#), a mobile payments service that launched in September. We were one of the launch partners, and Apple featured the Target app in its keynote address, showing a guest using Apple Pay to buy Beats headphones. "They didn't just say, 'We like red, we're going to choose their app,'" Justin says. "They chose to feature it because they like the way we put together creative content, how we go to market, and how we focus on the guest. It's why they elected to highlight our app in a really visible media moment for them. There's not a larger technology event out there in terms of buzz that's created."


For more fourth quarter product news and sales wins, follow the [Holidays at Target community](#) on insideTGT.


## related news

- 

**The Best Digital Quarter Ever**  
January 20, 2015  
[Target.com and Mobile](#)
- 

**Holiday Products: A First Look at Results**  
January 20, 2015  
[Design Partnerships, Drive Growth, Entertainment, Sales/Earnings, Stores](#)
- 

**Cartwheel Breaks Records During Holiday; Adds 2 Million Users**  
January 14, 2015  
[Deliver a Superior Guest Experience, Drive Growth, Leverage a World Class Organization, Omnichannel, Transform In-Store Experience](#)
- 

**Flexible Fulfillment Delivered Millions During Holiday**  
January 13, 2015  
[Leverage a World Class Organization, Deliver a Superior Guest Experience, Drive Growth, Omnichannel, Transform In-Store Experience](#)
- 

**Resolve to Take Care of Yourself**  
January 8, 2015  
[Deliver a Superior Guest Experience, Drive Growth, Pay and Benefits, Stores](#)

[all news](#)