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Google Teams Up with Target

December 3, 2014



Today, Target launched Bullseye's Playground, a first-of-its-kind in-store mobile game developed in partnership with Google. During the holiday season, we'll test the game, which creates an immersive mobile shopping experience that lets guests interact with and discover new products.

"Target has been a long-time admirer of Google's Art, Copy & Code program," says Alan Wizemann, vice president, Target.com and Mobile Product. "Together, I think we've created a new kind of holiday magic for today's guests – an experience we believe will be fun and memorable for guests of all ages."

Bullseye's Playground, which can be found at [Target.com/Play](#) as guests enter all U.S. stores, is a series of six mobile games featuring Bullseye and friends. The game interacts with guests as they move through the store and discover codes that unlock new games, levels and characters. Guests are pointed to different areas of the store to get unlock codes for different experiences, from sledding with Bullseye to hosting a cocoa party with popular toys.

Why a game? Smartphones are shopping companions: According to a holiday shopping study Google conducted with Ipsos MediaCT, 75 percent of holiday shoppers with smartphones plan to use them in store, and 82 percent of those shoppers will still make their purchases in store instead of online. Target's partnership with Google aims to develop ways to complement and extend that in-store shopping experience.

"Google's Art, Copy & Code partnerships explore how creativity and technology can work hand in hand to build brands," says Ben Malbon, director of Creative Partnerships, Google. "For each project, we partner with an iconic brand that pushes the boundaries of digital experiences. Consumers are embracing mobile devices as an essential tool, and we wanted to work with Target to show how mobile offers a way to make the in-store experience both fun and memorable."

The game also brings an important bonus: For each game played, Target is donating \$1, up to \$1 million, to St. Jude Children's Research Hospital in Memphis, Tenn. "Clearly, we hope guests love the game and that Target winds up giving the full \$1 million to St. Jude," says Alan.

Bringing Bullseye's Playground to life in four stores

An even richer in-store experience developed in partnership with Google awaits guests at four stores (T-2101 in Roseville, Minn.; T-875 in Dallas; T-942 in Chicago and T-2584 in Sunnyvale, Calif.). Project Tango Development Tablets, only available on site, transform the store's aisles into a 3D winter playground. Guests' physical location in the store changes what they see on the screen.

It's not our first foray into augmented reality. Target teams have already been testing it with mobile games such as [Target XPlay - TMNT](#) as well as technology that allows guests to scan a shelf and see digital overlays that direct them to specific products – all gluten-free products, for example. As with those tests, Project Tango Development Tablets will help us understand what an important and growing population of guests – digitally connected families – is seeking. "It's cutting-edge technology that will give our guests a glimpse into the future, where digital and physical worlds are merging to create new, never-before-possible experiences," Alan says.

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