

RED

Great Gifts

What guests won't find anywhere else this season p. 10

What's Up for Target Apps

Giving guests what they want at the swipe of a screen p. 6

APPY

HOLIDAYS

Smart Cookies

This Texas store is tops in Holiday cookie sales p. 14

#TargetScoop

A fun new way to share our stories p. 4

KellyAnn Kovach, executive team leader, Operations, at T-2189 in St. Louis Park, Minn.



ON THE COVER

Game On!

We want shopping to be fun for guests—but this is almost ridiculous. Our Enterprise Growth Initiatives (EGI) team is adding a gaming experience to U.S. in-store shopping with an addictive TargetXPlay-Teenage Mutant Ninja Turtles test app (see p. 6 for the scoop). There's much more to come, says Kitty Lam, associate product manager, EGI, at our San Francisco Innovation Center, who helped to create the app. "It might seem like just a fun app, but there's also a bigger vision around the in-store gaming platform that we're after."

GAMING + SHOPPING

TURTLE POWER!

SAVE BIG WITH HELP

FROM YOUR NINJA TURTLE

IN THIS ISSUE

During the holidays, tradition meets technology in a way we don't see any other time of year. Guests are focused on beloved family rituals that go back decades—and at the same time, they're creating wish lists, shopping, party planning and managing their families' lives using tools their grandparents never dreamed of. We're making it easier with new and improved smartphone apps for U.S. guests (p. 6) and a lineup of exclusive gifts (p. 10). And we're making sure their data stays safe whether they're shopping Target in stores, online or via mobile devices (p. 12)—an important read to prepare for questions from guests this season.

Kitty Lam, associate product manager, Enterprise Growth Initiatives, San Francisco



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Target team,

This holiday, we must wow our guests every time and every way they shop with us—and no one can do that better than you. Let's be bold, let's stay focused and let's win!

Brian Cornell, Chairman and Chief Executive Officer



Making the Season Bright



SMASHING IN-STORE MARKETING As *Us Weekly* might put it: Santa—He’s Just Like Us! He’s after the must-have holiday toys and the hottest tech gadgets, and he can’t resist stopping to try on some sweet shoes, pick out one last ornament for the tree, and take a selfie (complete with photobombs from his eight reindeer). You’ll see them everywhere in Target stores this holiday season, on an urgent mission to get every last thing on his list. Expert event designer David Stark helped us come up with our most fun in-store Holiday marketing ever, using both the architecture of the store and our merchandise to catch guests’ eyes. For example, in Rear Seasonal, Santa appears to emerge from a hole in the ceiling to hang an oversized ornament on a display tree. And at the front of the store, it looks like he’s crashing through the ceiling in his sleigh with the reindeer screeching to a halt in front of a sign that says “THE BUCK STOPS HERE.”

SUSTAINABILITY SEALS OF APPROVAL Target’s work to be a more sustainable company got some great recognition this fall: We scored 89C on the 2014 Carbon Disclosure Project S&P 500 Report, an annual report for which we make public our climate change strategy and total greenhouse gas emissions. We were also included on the 2014 Dow Jones Sustainability World Index, which reflects performance across long-term economic, environmental and social criteria amongst the top 10 percent of the largest 2,500 companies in the S&P Global Broad Market Index (BMI).



CHEEKY AT THE TABLE U.S. guests can mix and match Target’s exclusive new Cheeky disposable tableware products to their hearts’ content, knowing that each purchase makes a difference in someone’s life. For every Cheeky item sold, Cheeky will donate a meal to a person in need through Feeding America, with a goal of giving 15 million meals in the U.S. during the collection’s first year.



MUSIC TO OUR EARS Sonos Wireless Hi-Fi lets you stream all the music on earth to any room in your home and control the party wirelessly with your phone, tablet or computer. Between Nov. 1 and Dec. 31, Target Canada team members can register for a deal of 45 percent off retail pricing on up to \$2,300 of Sonos products at sonos.com/epp. The new wireless setup means all you need is a Sonos player to ring in the holiday season with hi-fi sound.



SHOPPING ON THE BUDDY SYSTEM Here’s the not-so-well-kept secret about our annual Heroes & Helpers holiday shopping event: The law enforcement officials who volunteer to take kids in need on holiday shopping sprees at Target have as much or more fun than their shopping buddies. This year, we’ll support local events in cities across the U.S. and Canada to help thousands of kids buy gifts for their families—and to help them build positive relationships with the officers who work in their communities.



SEEING DOUBLE AndrewAndrew, the style-setting New York City DJ duo that does everything together (including dressing alike, right down to their matching eyeglasses), has a new collaboration you’ll see only in U.S. Target Optical stores and at TargetOptical.com: their first-ever eyewear collection. “We’re excited to see everyone in the glasses, from hipsters to soccer moms,” the pair says. All frames in the 14-piece collection sell for \$129, single-vision lenses included.



Engage | Educate | Sell

THE VIBE AND PRICE MATCH HEAD NORTH Can you feel it? The Vibe has headed to Target Canada, where team members are creating amazing moments of service that inspire guests to fall in love with Target. (The other thing that’s making Canadian guests feel the love: Price Match in checklanes for Canadian online flyers and retail sites.)



REDCARDS ON THE RISE Talking to guests about REDcards is really paying off: In August, more than 400,000 U.S. guests applied for our credit card. That’s the highest number of applications ever during a non-holiday month (and more than triple the number of applications we saw last January). And penetration is over 20 percent, meaning one of every five dollars spent at Target is on the REDcard. You can help keep the momentum going this season by telling guests about all the amazing benefits REDcard holders enjoy: 5% off in U.S. stores and at Target.com, free shipping at Target.com and more.



MAKE YOUR HOLIDAYS HAPPIER U.S. team members: Stretch your holiday shopping dollars with one quick visit to targetpayandbenefits.com. You’ll find great discounts just for team members and a Financial Well-Being Assessment that can help you fine-tune your finances. And if you’re on a Target medical plan, you can make sure you’re earning Health Well-being Rewards by Dec. 31.

social scene



Design Devotees Designer Joseph Altuzara sure has some high-powered fans. Entrepreneur and fashionista Ivanka Trump (above left) tweeted and Instagrammed her love for our latest designer partner on the launch day of Altuzara for Target (while wearing two pieces from the collection). Lots of other famous names—including Naomi Watts (above right), Naomie Harris and Keri Russell—attended the collection’s launch event during New York Fashion Week.



Shoutout to you in the red shirt... had a blast at @Target HQ talking #AnnieMovie. #AnnieForTarget in stores 11/16! Jamie Foxx (@iamjamiefoxx), actor and co-star of the upcoming “Annie” movie



Backstage w/ @NateBerkus & #bullseye @ the @Target natl sales mtg!! #tgtmtg #shaunwhite4target #nateberkus4target Shaun White (@shaunwhite), Olympian, Target athlete and design partner



Like Molly, Like Daughter Actress and author Molly Ringwald (@MollyRingwald) had a déjà vu moment while shopping with daughter Mathilda at Target recently: “She can’t escape her mom, even when ‘back to school’ shopping at Target,” Ringwald tweeted when Mathilda struck a pose inspired by our in-store “Sixteen Candles” DVD display.



Guardian of the Bullseye How did actress Zoe Saldana celebrate her smash hit “Guardians of the Galaxy” topping the box office? By shopping at T-1884 in West Hollywood, Calif., of course.

GET in on the SCOOP

4,000+
The number of Target team member members who have joined #TargetScoop (and the number is growing every day)
> **13,000+** team member posts and tweets
> **150,000+** times people liked, commented, shared or retweeted
> audience of **2 million** people

#TargetScoop

No matter where in the world you are, social media is probably where you're reading and sharing a lot of news—so we're giving you an easy way to share the latest from Target.

#TargetScoop lets U.S. team members broadcast Target news through your own social media channels like Facebook, Twitter and LinkedIn. It's designed just for Target team members, and it's packed with content for you to read, tweet and post. Visit <http://bit.ly/TargetScoop> to join, and stay tuned for app details.

167,624

The number of people reached by our most-shared post, "Breaking news: Target partners with TOMS for limited-edition holiday collection." That post was shared 563 times by team members, and it received 2,975 comments, likes and shares.



71,780

The reach of a post showing a selfie that TOMS CEO Blake Mycoskie took with store team leaders at the Fall National Meeting in Minneapolis.

Why should I join #TargetScoop?

Easily access, consume and share Target content, especially if you're new to social media or new to sharing about Target.

It's fun!

Share your unique point of view about what's happening at Target while building your professional network on LinkedIn, Facebook and Twitter.

Contribute to Target's success by sharing exciting product launches, marketing initiatives, corporate responsibility efforts and more. You'll help amplify our story and drive traffic and sales.



So fun to see moms celebrate time away from their kids at Target.

#TargetScoop tweet of a viral Back to School video on the Scary Mommy blog shared by @SchieTina (aka Tina Schiel, our executive vice president and chief Stores officer).



76,700+

Views of tweet by @LayshaWard, president, Community Relations, supporting Target's decision to sign an amicus brief in support of marriage equality.



Big Hair Share

@irenegon81 (aka Irene Gonzalez, at T-2019 Whittier, Calif.) tweeted a pic of herself modeling Chris March for Target Halloween merchandise with a fellow team member using the #TargetScoop hashtag.



What's for Dinner?

The home cook's most important tools these days: a chef's knife, a skillet, a cutting board... and a search engine. In fact, searches including the word "recipe" now rank No. 2 on Google overall. We're inspiring guests to make Target their first stop for easy, healthy meal ideas and grocery deals through **Recipe Universe**, now available via Target.com and the Target app. Developed by the team at our owned businesses **CHEFScatalog.com** and **Cooking.com**, Recipe Universe puts hundreds of recipes at guests' fingertips, along with coupons, special offers and more.

Find your cooking inspiration by clicking "Recipes" under "Grocery" at Target.com, then bring it to life with this offer just for U.S. and Canada team members: **15 percent off any order plus free standard shipping*** now through Dec. 31 at CHEFScatalog.com and Cooking.com. Use code TARGET15 at checkout. (Another sweet deal for U.S. team members: Use code TGT15 for **15 percent off plus free shipping** at Dermstore.com, Hairenv.com and blush.com too.**)

*Free shipping for U.S. orders. **Some brand exclusions apply.



BECAUSE

WE'RE

APPY



What does everybody want during the holiday season? **More time. More fun. More value. More cool stuff—and more ways to get it. And, of course, our digitally savvy guests—61 percent of whom are smartphone users—want it all at their fingertips. We've updated our most popular apps and created some amazing new ones to make this holiday season wired and wonderful.**



TARGET WISH LIST:

WISHES COME TRUE



A hundred years ago, the hottest holiday toys were Tinker Toys and pedal cars; this year, they're Zoomer Dino and "Frozen" items. One thing that never changes: Parents want to get their kids the gifts that will make the holidays special and memorable.

We're helping moms and dads shed the stress of managing who wants what with our Target Wish List app that launched in the U.S. in October. Parents get a super-easy way to keep track of wish lists, plus access to great deals. And we capture more of their holiday shopping dollars; we've learned from our registries that when guests use our gift lists, they spend more at Target.

Kids have a blast building their own lists through the app. Parents receive notifications when items go on sale and get an additional 10 percent off on a day of their choosing. Plus, lists are easy to share with other family members (and Santa!). Download the Wish List app at the App Store.



"This app makes things a lot easier because you know exactly what your kids want—they can work on their list, and then that list is right on your phone."

Karla Duenas Godines (above), mother of four and Backroom team member, T-1139 Westbury, N.Y., our top store for Holiday 2013 toy sales



For kids, the Target Wish List app is as much fun as an actual toy. After Mom or Dad sets up a profile for them, they get to choose an avatar. Then it's time to head off to explore the rooms of Santa's workshop, from the Gamer Hideout (the hottest video games and systems) to Creation Nation (building projects and fun crafts). Each room is full of toys to browse and select to add to a wish list—and the app even helps them write and sign a letter to Santa so the man in the red suit gets everything exactly right.



MYPERFORMANCE:

MORE ON THE FLOOR

Guests aren't the only ones benefiting from our new app-itude. The holiday-season hustle means that store team leaders (STLs) need to be on the sales floor more than at any other time of year—a requirement that used to be tough to juggle when they had to keep running to the office to check sales figures on the desktop computer. The new myPerformance app puts that data in U.S. STLs' hands no matter where they are.

At a glance, STLs can get a complete look at sales for today, yesterday, week-to-date and month-to-date, with visuals that show how it all stacks up against goals, forecasts and last year's sales. STLs can also see the store's average transactions and average basket size versus last year. There's even a way to see hourly sales down to the group, division and department levels.



“MyPerformance mobile has given me the ability to gain better, more real-time insights into my store's daily performance when it comes to sales, traffic and basket size. It allows me to connect with and focus my team in the right areas of the store based on sales.”

Zachary Moar (above), store team leader, T-739 in Colorado Springs, Colo., who helped test the app

IN OTHER APP NEWS

Cartwheel has even more amazing deals than usual this season, including 50 percent off a different toy every day, special Target.com offers and hidden offers for lucky guests.

The new **Target Healthful** app makes it quick and easy for U.S. guests to refill a prescription, check refill status, track Pharmacy Rewards and even transfer a prescription to a Target pharmacy by simply snapping a photo of their prescription label. More features will be added in 2015.

The **TargetXPlay-Teenage Mutant Ninja Turtles** test app was built by our Enterprise Growth Initiatives (EGI) team in San Francisco to give U.S. guests one more reason to come to Target more often. The app uses cutting-edge technology like augmented reality—layering digital content and mini games over physical objects—in a scavenger hunt in which guests can unlock and redeem special offers with the help of their custom-trained Ninja Turtle. Fun for kids? Of course, but the grownup team members who helped EGI test the app loved it just as much.



CURRENTC:

A NEW WAY TO PAY

CurrentC, our “mobile wallet” app, started rolling out to pilot stores in October—and it will become part of the Target app as it rolls out to stores throughout the U.S. in 2015. CurrentC lets guests pay, use Cartwheel, redeem Target Rewards and Pharmacy Rewards, and more right from a smartphone. It's not only super-convenient for guests, but also a great thing for our business: When guests use CurrentC to pay, we save the fees that we'd otherwise pay to credit-card companies, we learn first-hand about our guests' shopping habits, and we can deliver more cool offers straight to guests' phones. (Team member bonus: CurrentC automatically factors in your team member discount.) In related news, stay tuned for more scoop on Apple Pay, an easy and secure new way for guests using the Target app on their iPhone 6 to make online purchases.



“Our guests are going to love the ability to sync their savings options up with their payment—it will make their shopping experience that much better. And it will continue to drive loyalty and help us grow sales.”

Luke Hawkinson (below), executive team leader, Sales Floor, T-1095 in Minneapolis, who helped pilot the CurrentC app

Why spiff up the Target app?

Simple: Mobile users are some of our best guests. Those who shop only in stores make an average of nine trips per year; mobile users come to stores 34 times per year.

TARGET APP: BRICKS AND MOBILE

A revamped Target app, launched in mid-October, gives U.S. guests the gift of extra time during the hurried holidays. One example: For every item on a guest's shopping list, the app steers her straight to its physical location in the actual store where she's shopping (and even shows her if there's a coupon or Cartwheel deal). If something the guest is looking for isn't on the shelf, the app lets her purchase it online and have it shipped home, or shows the nearest store where she can pick the item up right away. Maybe coolest of all, guests can see our Black Friday doorbuster maps on the app beginning Thanksgiving morning, so they can plot their post-turkey trip ahead of time. **Download the app at the App Store.**



Ⓢ **TOMS for Target** Starting Nov. 16, this limited-edition line of apparel, accessories, shoes and home goods helps those in need with a donation of a blanket via the American Red Cross/Canadian Red Cross, a week of meals via Feeding America/Food Banks Canada or a pair of shoes via TOMS giving programs for every purchase.

All Wrapped Up

AND ONLY AT Target

Everybody wants to be the holiday gift-giver who comes up with the coolest, most unique ideas for everybody on their list: the socially conscious design maven, the pre-teen fashionista, the fan of all things all things handmade, the comfort-seeker. This season, Target is the one store where guests can get it all done, thanks to exclusive new partnerships in stores and at Target.com.

Ⓢ **Faribault Woolen Mill**
In a true made-in-Minnesota partnership, we'll bring Faribault's old-school artistry to tech-savvy U.S. guests with the Target.com launch of an exclusive collection of American-made scarves, throws, handbags and tech accessories.

Ⓢ **Beaver Canoe**
Beaver Canoe from Roots is back in Target Canada stores for the holiday season, with hoodies, flannels, T-shirts, sleepwear, outerwear, pillows and throws to help smack down winter's chill.

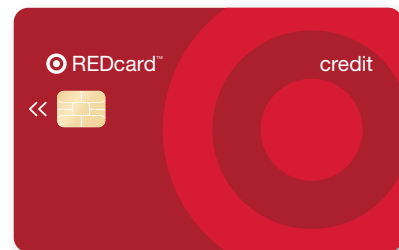
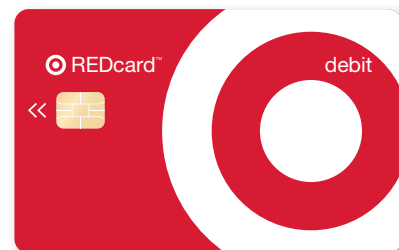
Ⓢ **Annie for Target** by Renée Ehrlich Kalfus
The sun'll come out tomorrow... but the Target-exclusive line of girls' apparel and accessories by the costume designer for "Annie" sets in U.S. stores on Nov. 16.



KEEPING GUESTS' DATA SAFE: AN UPDATE

A lot can change in one short year. Following last year's data breach, we're implementing new technology to make credit and debit transactions more secure. Our first chief information security officer is on the job. We've enhanced our information security systems and processes. We've deployed new chip card readers. And we're partnering with vendors and cybersecurity experts to detect fraud before it happens. But team members are our first line of defense, by following the Information Protection Policy and reporting suspicious activity immediately to Integrity@Target.com.

In Spring 2015, Target will begin reissuing U.S. REDcards with chip technology.



Key Dates: What We've Done & What's to Come

Jan.– Feb. 2014

Founded the Allies for Consumer Digital Safety to address the increasing rate of cybercrime by educating consumers. Members include the Better Business Bureau, the National Cyber Security Alliance and National Cyber-Forensics and Training Alliance. Chief Financial Officer John Mulligan testifies before Congress along with other industry leaders. Enterprise team is formed to advance our chip card strategy. Jenny Ley, director of intelligence, joined the board of the Retail Industry Leaders Association's (RILA's) new Retail Cybersecurity Leaders Council (RCLC).

March 2014

Joined the Financial Services Information Sharing and Analysis Center, a global alliance for analyzing and sharing cyber and physical threat intelligence. John testifies a second time before Congress.

April 2014

Provided updates to guests and the media on security and technology enhancements.

May 2014

Hired Bob DeRodes, executive vice president and Chief Information Officer (CIO). Announced a new partnership with MasterCard and shared an update on security enhancements made to-date.

RILA's RCLC launched the Retail Cyber Intelligence Sharing Center (R-CISC) so retailers can share cyber threat information to strengthen defenses and protect consumers.

Moving beyond the magnetic stripe: Beginning in Spring 2015, we'll begin reissuing REDcards equipped with chips that require guests to enter a PIN. The chip validates the card is authentic, and the PIN validates the right guest is using the card.

Instead of swiping, guests will insert the new REDcard into a smart reader at the register. All of our U.S. stores have received new card readers with this capability; we'll turn on the functionality in Spring 2015 to begin accepting chip cards.

This fall, Target completed replacing card readers at all U.S. stores. The new readers will accommodate cards with chip technology.



Guests with chip cards, including the new REDcards, will insert their cards at the bottom of the card readers.

For every smart-reader transaction, the card's chip generates a unique cryptogram—a super-high-tech security card that verifies the card as genuine.

Chip cards store payment information securely, so even if the card number is stolen, thieves can't counterfeit the card. And securing the card with a PIN helps prevent fraud from lost cards.

June 2014

Hired Brad Maiorino, senior vice president and Chief Information Security Officer (CISO).

Sept. 2014

Completed replacing all card readers in U.S. stores with new, chip-capable card readers.

Oct. 2014

Opened the Cyber Fusion Center (more in story, above).

Early 2015

Target will begin accepting chip cards from third-party issuing banks. Will continue in phases through spring.

Spring 2015

Target will begin reissuing REDcards with chip technology (in phases through 2015) that will require guests to enter a personal identification number (PIN) when shopping in a Target store.

Q&A



With Senior Vice President and Chief Information Security Officer Brad Maiorino

Q What are the new security challenges we face?

A Security is not a destination, it's a journey. Tactics continue to evolve in complexity and reach, and we have to respond and adapt quickly. We must be vigilant. We must further strengthen our culture of security—and ensure security is a part of our DNA. As with other recent breaches, Target was the victim of a well-coordinated cyberattack. Partnerships with government, law enforcement and intelligence agencies are critical in this fight.

Q What can team members do to help keep information secure?

A We're all responsible for security. Take security trainings. Report anything suspicious immediately to Integrity@Target.com or your leader. Suspicious activity includes someone calling and asking questions about our network, requesting team member information or access to a server room or secured area. Be aware of what you post online, don't use the same passwords for multiple accounts and never use your Target email and password for external accounts. Team members play an important role in deciphering whether information or access is warranted or whether it is safe to click on links in emails.

Q What can we tell guests who mention security concerns during the holidays?

A Our relationship with our guests sets us apart, and it is important we continue to maintain an open and honest dialogue. Help guests understand we've made significant progress in protecting their information, and highlight the efforts we have made in advancing our chip card strategy and further developing our security program. Target is committed to setting the standard in retail IT security, and we'll continue to make investments in preserving the strong relationships we have with our guests. If a guest raises a concern about a cybersecurity incident, have them call our Guest Contact Center at 866-852-8680 or visit help.target.com.

For the full interview, check out Target.com/RED360.



Darlene Burch, food team leader, Bakery

Ann Wilkerson, decorator

THE ICING ON THE CAKE

Special order? Bring it on. This Texas Bakery team has the recipe for top-notch treats and guest service.

It's 9 p.m. at the Bakery at T-1765 in Watauga, Texas, and the team is busy prepping trays of colorful cakes, cupcakes and cookies for tomorrow's

rush. In the morning, a new crowd of guests will be in with orders for everything from classic goodies to the wildest designs they can dream up. Luckily, this team is always up for a challenge, and their spirit and creativity make the Bakery a popular destination for guests—especially

during peak Holiday season. Last year, T-1765 sold more holiday cookies than any other Target store.

"We know each other well, and we've learned to make all kinds of desserts guests love while also having fun," says Food Team Leader Darlene Burch.

She, baker Sherry Jackson, and decorator Ann Wilkerson have worked together for 14 years. Decorator Deepika Joshi joined the team nine years ago and Bakery Team Member Tara Magallon has been there for three.

"It's exciting when new seasonal design ideas arrive and it's time to change things up," says Sherry. "Sometimes guests bring in their own pictures from magazines, so we created an 'idea book' where we save everything for inspiration."

No matter how busy they get, there's always a smile and a free cookie ready for guests who stop by with their kids. "It's one stop on the trip kids won't let their parents miss," says Deepika. "That cookie is all they can think about."

Fast Facts

Our Target Bakeries are popular with guests all year long, but just how many goodies go out our doors? These U.S. numbers will give you a clue.

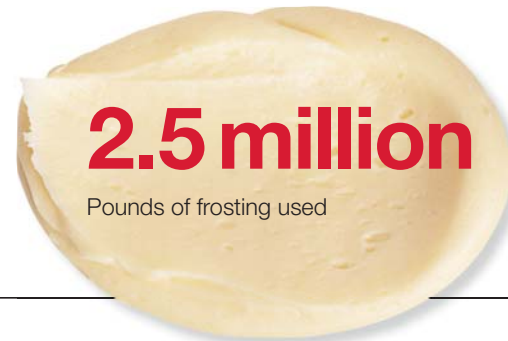
70+ million

Cookies sold this year



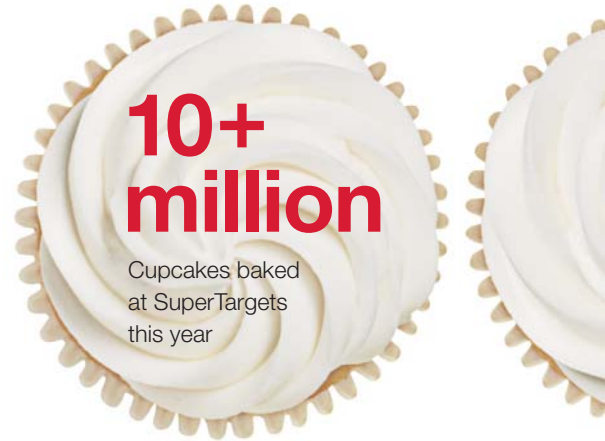
2.5 million

Pounds of frosting used



10+ million

Cupcakes baked at SuperTargets this year



240,000

Pies sold in November and December—75 percent of Target's total annual pie sales



Family Affair

Holiday time is family time, and it's also the time of year when those of us who work in retail often have to rely on the understanding of our family members as we power through. Sharing the team-member experience—through volunteer events, workplace tours and Target shopping sprees—is a great way to give family members a snapshot of what life is like inside the Bullseye. And some team members keep it all in the family by working at the same store with their parents, siblings and spouses!



Play It Again

Leanne Ashthorpe, team leader, Softlines, at T-3671 in Ancaster, Ontario, Canada, asks: "What better way is there to balance your work and home life than to bring them together to play?" On Canada's Victoria Day holiday in May, T-3671 team members and their families got together at a local park for a cookout and Play Day that included soccer, three-legged races and lots more fun.

Get Spotted! Does your team have a great story to share? Email it to RED360@Target.com



Ready to Read

Kristin Malek, store team leader at T-2251 in Pleasant Prairie, Wis., (a Target team member since the age of 16!), brought along members of her store's team to volunteer for a reading event at her daughters' school. Pictured are Aisha Khan, executive team leader, Guest Experience; Tom Abell, executive team leader, Sales Floor; Ricardo Vargas, executive team leader, Human Resources; and Kristin, along with Katelynn and Kendall, proudly wearing their Dr. Seuss shirts from Target.



Going With the Flow

La'Gloria and Shekinah Chisolm, Flow team members at T-1452 in Florence, S.C., are sisters who love working on the same team. La'Gloria joined Target in 2010 and after seeing how much her sister liked being a team member, Shekinah joined the team in 2012. The thing they enjoy most about T-1452, they both say, is the way that their team works together.



Bring Your Family to Work Day

Target India celebrates Family Day every year, with families invited to our offices for tours and fun including photo booths, snacks, play areas for kids and more. Senior leaders share their own family photos and greet team members' families too. Here, Organizational Effectiveness team member Neetha Padki's parents show grandson Chiraag Padki photos of some of the cool Target stores in the U.S.—a whole new facet of Target for team members in India, where we don't have stores. "Thanks to Family Day, my son thinks I have the coolest job in the world," Neetha says.



Kids at Heart

Rhonda Barr, team leader, Hardlines at T-3608 in Cambridge, Ontario, Canada, is a longtime volunteer at the elementary school her sons attended. After working to rebuild the school's playground, her family and her Target family came together to celebrate. Rhonda's fellow team members volunteered to staff the grand opening's BBQ party: cooking, serving and handing out T-shirts. Many team members brought their families along to share the fun.



Picture Perfect

Barbara Winn, senior process analyst, Target Technology Services (TTS), Minneapolis, reports that her daughter Katie and three 8th-grade classmates from Minnetonka Middle School East loved spending their recent Career Day at the Target Photo Studio, where Steve Murphy, manager, Photo Studio, guided them through a day in the life of a Target photo pro. The girls "didn't even want to go to lunch or end the day!" Barbara says.



Sales Floor Sisterhood

Shelby and Kaylee Johnson, both Sales Floor team members at T-2540 in Sioux Falls, S.D., are a true sister act. Shelby, who has a hearing impairment, says, "We like to work together because my sister can help translate for me to guests and other team members. Since we were little, we have always gotten along well; it's easy to work alongside your best friend."

RED Goes Digital

Less paper piling up? *Check.* Eliminating printing and mailing costs? *Yep.* Even more timely news for the Target team? *Super important.* There are lots of reasons for us to move *RED* from print to online—so that’s exactly what we’re doing beginning in 2015. RED360 will have more information about how you can get all your Target team member news—and, of course, the latest team member deals—on your mobile device or computer.

MEET OUR TEAM MEMBER ON THE COVER:

KellyAnn Kovach has been a Target team member for six years—what she says seems like a lifetime in technology years. “We’ve come an amazingly long way, especially with the Target app,” she says. (For more, see p. 6.) KellyAnn especially loves using the app as a way to engage with guests in her store. “I had a guest looking for a phone in Electronics,” she says. “We pulled it up on the Target app and saw that it cost less on Target.com, so I was able to price-match it for him. He left really happy.” About half of her guests are Cartwheel users, she estimates, and she’s working hard to convert the other half. “Cartwheel drives guest loyalty and sales at the same time,” she says, “plus, I know that guests tell their friends about all the awesome ways to shop and save at Target.”