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Want to Grow Your Own Ninja Turtle?

August 8, 2014

Target's newest app launches for team member testing today, just in time for the theatrical release of "Teenage Mutant Ninja Turtles." And it involves downloading and training your own Ninja Turtle.

The interactive game-play app combines cutting-edge technology (augmented reality and image recognition) with pop culture (Teenage Mutant Ninja Turtles, or TMNT). "It's basically an augmented-reality scavenger hunt and virtual pet game that incorporates product placement and rewards," says Brittany Gibson, eCommerce program manager, Target.com. "It's so much fun. But we want to test and learn from team members in order to see how it could evolve into a guest experience in the future."



Created by the Enterprise Growth Initiatives (EGI) team in San Francisco, the goal for the TargetXPlay – TMNT app is to boost store visits by providing guests a fun incentive to unlock and redeem offers in store, with help from their Ninja Turtle. The team member test will help the designers see how guests might interact with the app and their turtle, both at home and within the store environment. Learnings will make the game even better.

"TargetXplay – TMNT is our first iteration of Target's in-store and at-home gaming platform," says Kitty Lam, associate product manager, Digital Commerce Technology. "It may seem like just a fun app for Teenage Mutant Ninja Turtles, but there is also a bigger vision around the in-store gaming

platform that we are after."

Check out a video of the app in action, then download the app at the Target App Zone (TAZ) while connected to Wi-Fi. The app currently supports iPhone 4s and above running on iOS 7 and above.

Questions? Email tmntfeedback@tgtsf.com or use the hashtag #turtlepower on the insideTGT Test and Learn community.

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Matt.Lennander 5 months ago
@KittyLam I'm on an iPhone 5S with 7.1.2 software. Nothing shows up under TMNT or any other related search I've tried. I'm hooked up to WiFi.

Cheryl.Ambruse 5 months ago
can you run this on an Android phone?

Kitty.Lam 5 months ago
@(Matt.Lennander)- you should be able to find it under the uncategorized list or search TMNT. Please make sure you're on an iPhone 4s and above, iOS 7 and above. The app is not be available on android at this time.

Matt.Lennander 5 months ago
Anyone else having trouble with this? It doesn't even show up in the TAZ for me no matter what I search or where I look.

Kitty.Lam 5 months ago
@Tara.Langdahl-True- Unfortunately the app is only available through TAZ since the first round of testing is an internal TM only release.

Kitty.Lam 5 months ago
@Dawn.Brudzinski- the application currently only supports iPhones 4s and above, running iOS 7+. Android is something we're interested in, but for this

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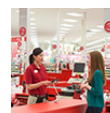
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