

# Target News Release

For Immediate Release

## Shopping...at the Train Station? Target Offers Travelers the Option

MINNEAPOLIS, Oct. 2, 2014 — You step up to the large touch interface. With a sweeping gesture, you land on the box of cereal you were looking for. A tap to your digital cart and a swipe of your credit card later and your cereal is on its way to your house—sure to arrive by the time you get home. As you finish, you hear your train arriving and you go on your way. This is TravelTarget, and it's Target Corporation's new line of non-traditional "stores."

Breaking away from the traditional brick-and-mortar model, TravelTarget locations will instead be found near public transit stations in the form of large touchscreens. Beginning January 2015, Target will begin a trial of 15 virtual stores in subway platforms, bus stations, and airports across the country. Waiting travelers will be able to digitally shop for goods normally found at an average Target location. The items are represented by digital images alongside barcodes for users to scan with their smartphones. Items scanned can be ordered during the morning commute and be delivered the same day by the time the user arrives home.

"Life is hectic enough as it is, so we at Target always try to make things easier," says Target CEO Brian Cornell. "Now you don't have to worry about making a separate trip to the store after a long day at work. You can just take care of it while you wait for the morning train."

TravelTarget will not cost any additional fees for convenience. A simple shipping and handling fee will apply to the order that could include anything from clothing to food. Items displayed will only be those currently available at local Target stores and distribution centers, making the short delivery times possible.

The service will debut in Washington D.C. Metrorail stations, Minneapolis—St. Paul Metro Transit light-rail stations, and Chicago—Milwaukee Amtrak stations, with future locations in development.

### About Target

Founded in 1946, Target Corporation is a leading discount retailer serving a variety of needs, from clothing to jewelry, electronics to kitchen supplies, as well as toys and groceries. Headquartered in Minneapolis, Minn., USA, Target operates 1,934 stores worldwide—1,801 in the United States and 133 in Canada—as well as Target.com. For more information, visit [Target.com/Pressroom](http://Target.com/Pressroom).

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For More Information:  
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*\* This assignment was based on a scenario provided by the professor. Students were to imagine how they would recommend turning this scenario into a newsworthy event or story. Some specific details listed in the news release, therefore, are hypothetical.*



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## MEDIA ALERT

Photos and interviews available

Event Date: October 11, 2014

### **Back from the Un-Dead: The Original Zombie Pub Crawl Returns**

*Over 25,000 expected to attend 9<sup>th</sup> annual event, with musical acts Juicy J, Steve Aoki and Sugar Ray headlining*

**WHAT:** Over 25,000 participants are expected to shamble over for a night of hair-raising drinks and heart-stopping music. Bars and other venues across the district will play host to a possible record breaking number of zombies gathered, with Guinness World Record officials on-hand as judges. Additional records could be set at the pub crawl's World Brain Eating Championships—the record to beat is 54 veal brain tacos eaten in just eight minutes.

**WHO:** Zombies and zombie friends from Minneapolis and surrounding areas will participate in bar hopping, concert going, and brain eating at the event.

Established and rising artists will be on show on the two main stages and various bars. Acts include DJs Steve Aoki and Juicy J, '90s rock band Sugar Ray, dubstep-tinged Rusko, and Minneapolis local Prof, amongst many others.

Challenging the Brain Eating Championship record is the world's greatest competitive eater, Takeru Kobayashi. One of the best known and most active Japanese athletes, Kobayashi has appeared alongside other top athletes such as Michael Jordan in Nike commercials.

**WHEN:** Saturday, October 11, 2014  
Doors open at 4:00 p.m. Entertainment starts at 5:00 p.m.

**WHERE:** The Warehouse District of Downtown Minneapolis, in the bars and parking lots along 1<sup>st</sup> Avenue North near the Target Center.

**PHOTO OPS:** -People dressed as zombies shambling down the streets and in bars.  
-Musical acts back-stage and on-stage as they perform.  
-Competitive eaters at the World Brain Eating Championships.

**HISTORY:** Additional information on the Zombie Pub Crawl is available at <http://zombiepubcrawl.com>

###

**PITCH:**

To: [jojeda@pioneerpress.com](mailto:jojeda@pioneerpress.com)

Subject: Exclusive on Nintendo's MoA Interactive Event

Dear Julio:

Bursts of color literally spring beneath every step as you create a digital painting on the floor you walk on. Above you, another screen reflects the images from the floor to create a mirrored sky from which trapezing figures fly out to greet you. They are figures you recognize: Mario, Pikachu, and Donkey Kong, and they are part of the upcoming Nintendo 3DExperience coming to the Mall of America next month.

I think the story of this Nintendo event for promoting the New 3DS would be a great fit for the *Pioneer Press*. I've noticed you mention Nintendo a few times in the *Pioneer Press* and on your blog and hoped you would be interested in hearing the latest news about them. This Nov. 1 event is to promote the latest update in Nintendo's handheld lineup: the New 3DS. This will be done by bringing elements of the 3DS to life right in the heart of the Mall of America. One giant touchable screen will be placed on the floor as an homage to the bottom touch-screen on the actual device. Another screen will be placed on the ceiling, with costumed individuals on safety harnesses flying out from above—a literal interpretation of the 3D enabled top screen of the 3DS device.

We're offering this story exclusively to *Pioneer Press*, so I would need to know fairly soon if you're interested. We can arrange for photographs with the trapeze artists in costume in addition to private access to the touch screen floor before the start of the event. Additionally, interviews with Nintendo representatives can be scheduled for any questions you may have. Please contact me for any questions or concerns you may have before committing. My direct phone number is 555-867-5309.

I will call Wednesday, October 15, to see if I might be of any help for a story on this Nintendo 3DExperience event. Thank you for your time and consideration.

Matt Oleszczak

Matt Oleszczak  
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Nintendo of America  
555-867-5309  
[mole@nintendo.com](mailto:mole@nintendo.com)

**TWEET:**

@ojezap Touchscreen floors below. Trapezing Nintendo characters above. A New 3DS event at MoA. Want to cover this exclusive?

*\*This was an assignment for class. Some of the information regarding the event, contacts, and names may be fictional.*

## Brand voice for Kellogg's Eggo Waffles—

**Content type:** Social Media

**Reader:** Fans and followers of Eggo

**Reader feelings:** Hungry and bored (from uninteresting food and uninteresting Facebook feeds)

**Your tone should be...**excited, silly, adventurous, personable

**Write like this:** “Ready to try the latest Eggo-speriment Recipe? This strawberry cheesecake-inspired delight has made those of us at the office instantly regret eating just one. So obviously we all went back for seconds.” [A photo of the recipe is attached to the post.]

## SMNR for Kellogg's Eggo Waffles—

**Screenshots:**

**Eggo-speriments: A Brave New World for Breakfast**

Breakfast is boring. It's something so few people care for, many don't even eat it!

Kellogg's Eggo is here to say "no" to a boring breakfast with our new "Eggo-speriments," creative new recipes for making breakfast fun to eat and fun to make.

**More Information**

Eggo-speriment recipes have been finely tuned in our Eggo Laboratories using the latest breakfast technologies available, carefully approved by a specialized team of breakfast scientists. That, or we just tried out as many crazy food combinations as we could come up with and are passing on to you what works. We forget which.

We know there are plenty of Eggo fans who eat our product with plain old syrup and don't worry, we totally dig that too. But when you visit the Eggo-speriment part of our website, you're saying "I want a break from the syrup and want to try something new."

Eggo-speriment headquarters contains photos, full recipes, and detailed descriptions of dozens of breakfast ideas containing Eggo waffles. Try out all 99 and counting, or make your own. That's right, start submitting your ideas using the Eggo-speriment Idea Machine starting today. We'll carefully run experiments on (eat) what you come up with, and upload our favorites to the Eggo-speriment headquarters. Let the world know that kumquats make for surprisingly good toppings on Eggos—we won't judge (OK, maybe a little...seriously, kumquats?).

**Videos**

Toppings - Eggo Homestyle Waffles TV Comm

**Images**

Short URL: <http://prst.co/3Vv> Bookmark and share:

**Main Press Contact**  
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**Relevant links**  
Eggo-speriment Headquarters (on [eggo.com](http://eggo.com))

**Categories**  
Lifestyle -> Food and Drink

**Search for More SMNRs**

Feedback

(COPY)

**SMNR Title:** Eggo-speriments: A Brave New World for Breakfast

**Overview/Introduction:**

Breakfast is boring. It's something so few people care for, many don't even eat it!

Kellogg's Eggo is here to say "no" to a boring breakfast with our new "Eggo-speriments," creative new recipes for making breakfast fun to eat and fun to make.

**More Information/Body Text:**

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Eggo-speriment Headquarters contains photos, full recipes, and detailed descriptions of dozens of breakfast ideas containing Eggo waffles. Everyone is invited to try all 99 and counting, or make their own. Ideas can be submitted using the Eggo-speriment Idea Machine starting today. We'll carefully run experiments on (eat) what you come up with, and upload our favorites to the Eggo-speriment headquarters. Let the world know that kumquats make for surprisingly good toppings on Eggos—we won't judge (OK, maybe a little...seriously, kumquats?).

#### **Pinterest post for Kellogg's Eggo Waffles—**



"Who says Eggo is only for breakfast? This toasted Nutri-Grain Eggo with chicken and roast red pepper pairs well with a salad and makes a great lunch (though, lez be real, it totally blows this pitiful salad away)."

#### **Facebook status update for Kellogg's Eggo Waffles—**

"We've posted plenty of our Eggo-speriment Recipes...but now we want to hear from YOU. Is your way of eating Eggo something that needs to be shared with the world? Does it revolutionize the face of breakfast—no, the face of all meals? Then submit your own Eggo-speriment recipe, complete with photo and list of ingredients, at the following link and you can be featured in future Facebook posts: <http://eggo.com/contest>