

Module 3_Storyboard_04.02.20_v5_Transcript

Open to the Target logo.

The logo drops into the laptop screen and changes to a banner ad on the Target.com home page as a person starts typing on the laptop.

VO: Ready for your items to go live on Target.com?

The whole scene now zooms in to the laptop screen and only the Target.com home page is shown. After scrolling through, and the four milestone pops up.

ON SCREEN TEXT: ASSESSMENT
 FEEDBACK
 FULL ASSORTMENT LISTING
 AUTO-APPROVAL

VO: Here are your major milestones in the item setup process.

The screen changes and only the Assessment icon appears on it.

ON SCREEN TEXT: ASSESSMENT.

VO: First up, Assessment. What's that? Well, you set up a small sample of your assortment and send it to the Item Team for a quick check.

A laptop opens up again and hands type the model number and other details of a tee shirt and clicks on the submit icon. The page flips to a PDP and we see products sliding on the laptop screen.

ON SCREEN TEXT: 100 ITEMS, DIFFERENT CATEGORIES.

VO: Say, about a 100 of your bestsellers from different categories that are a priority for Target. That way, you can learn how product attributes vary across categories as well as what attributes are required for each.

We zoom in on the product and a scanner begins to check attributes of the product one by one.

VO: The Item Team will review what you've sent and get back to you with...

The screen flips to the Feedback icon.

ON SCREEN TEXT: FEEDBACK

VO: Feedback. That's the next step.

The Feedback icon turns into a mail and the screen flips to a laptop with an email icon on it.

VO: You'll get a notification via email or...

The screen flips to a person holding a phone, receiving a call

VO: Even on the phone about the status of each item and the action you need to take to move them to the next phase.

The laptop screen appears and the 'Common Statuses Messages' appears on the screen.

ON SCREEN TEXT: COMMON STATUSES WITH AN EXCLAMATION MARK

VO: Here are some of the common statuses for items.

The screen flips to show an hourglass turning. The statues start changing from "Pending to Suspended", "Suspended to Rejected", and ends with "Rejected to Approved".

ON SCREEN TEXT: PENDING
HOLD TIGHT!

VO: Pending - Hold tight! The items are being reviewed by Target.

ON SCREEN TEXT: SUSPENDED
OOPS!

VO: Suspended - Oops! They can't go any further, maybe because of quality concerns or the items did not match up to Target brand guidelines

ON SCREEN TEXT: REJECTED
BARCODE IS MISSING A CHARACTER
THE IMAGE RESOLUTION IS TOO LOW.

VO: Rejected - You might need to make a few tweaks to the product attributes before the item can go live. Perhaps the Barcode is missing a character or the image resolution is too low.

ON SCREEN TEXT: APPROVED
LIVE ON TARGET.COM!

VO: Approved! Your items are probably already Live on Target.com!

The screen flips to the Full Assortment Listing icon.

ON SCREEN TEXT: FULL ASSORTMENT LISTING

VO: Once you've worked through the feedback, (Heads-up! There may be more than one round) it's time to list your full assortment.

The screen changes to a laptop screen with items from different categories. It has tick mark only on the chair icon.

ON SCREEN TEXT: FULL ASSORTMENT LISTING

VO: Set up and send across the remaining items on your approved list.

The tick mark begins to appear on rest of the products on the page.

ON SCREEN TEXT: FULL ASSORTMENT LISTING

We see a magnifying glass reviewing the attributes of the product.

VO: The Item Team will personally run a check on these too, just to make sure they're good to go. And have all the content guests want, of course.

When the reviewing is done, the screen on the laptop changes to a PDP. The product is live now.

VO: Once you get the green light, they'll go live.

The screen flips to the Auto-approval icon.

ON SCREEN TEXT: AUTO-APPROVAL

VO: What's more, when you consistently send over items in a category with all data and content requirements, you'll move to the next stage...which is Auto-approval.

We see a PLP page with items popping up in a sequence.

VO: You'll now be able to set up items within that category at any time & they'll go live, no review necessary.

A product drops from the screen and lands in a box.

VO: What are you waiting for?

VO: Start listing and let the selling begin.

The box is packed and shipped, with golden colored dollar signs appearing in the air.

Closes with the Target logo.