The Roundel™ Media Fund for diverse-owned brands is here.

Roundel, Target’s media company, has established the Roundel Media Fund program for diverse business owners and founders to offset the cost of marketing programs at Target. This initiative will help remove barriers to entry, with plans to award more than $25M in media to BIPOC (Black, Indigenous, and people of color) brands by 2025.

How does it work?

1. Apply
   BIPOC-owned or -founded brands are invited to apply online by filling out our Roundel Media Fund Form.

2. Collaborate
   For a program at Roundel that would normally cost $75K, the new media fund allows BIPOC businesses to receive the exact same benefits for only $5K.

3. Create
   The media strategy and creative teams will align to moments that Target supports, such as Black Beyond Measure and Más Que.

“The impact that the Roundel Media Fund’s $25 million investment can create is powerful. For example, we tested this opportunity during Black History Month and saw a 40% average sales lift for the more than 20 diverse-owned brands that participated. Ultimately, we strive to be a true partner to BIPOC businesses, and this involves a continued investment to help widen and deepen their capabilities so they can grow and prosper while continuing to connect with the audiences they serve.”

— Sarah Travis, president of Roundel, Target.

Ready to apply?
Click here to fill out the Roundel Media Fund Form
BIPOC brands. Amplified at Target.

During Black History Month, Roundel™ provided BIPOC brands with a space to tell their story by creating one-of-a-kind campaigns that amplified 20+ brands, such as Black Girl Sunscreen and Scotch Porter. Each brand that participated contributed $5K, and in return, Target backed another $1.1M as a part of the fund.

Roundel’s approach

- Each Black Beyond Measure campaign highlighted and celebrated the stories, products, and contributions of the Black community.

- We used Roundel solutions to connect these brands with consumers across Target.com, publisher sites, and social media, targeting those who have historically purchased related Black brands and products.

- Consumers were then driven to brand landing pages built to educate them on the story behind the participating brands and their products.

Our results

Guests showed their love for Black History Month and the promoted products. The high sales lift reflects how Roundel helped build new and lasting emotional connections between guests and the brands. Our funds made it easier for these brands to tap into effective media that drove awareness—and sales.

40% average sales per location lift* across all brands that received the Roundel Media Fund during Black History Month

*Based on comparing sales four weeks before versus during the Black History Month campaign time frame

Ready to apply?

Click here to fill out the Roundel Media Fund Form