Kristi Argyilan

Senior Vice President Marketing



53

minutes a day

71%

of Americans

50+%

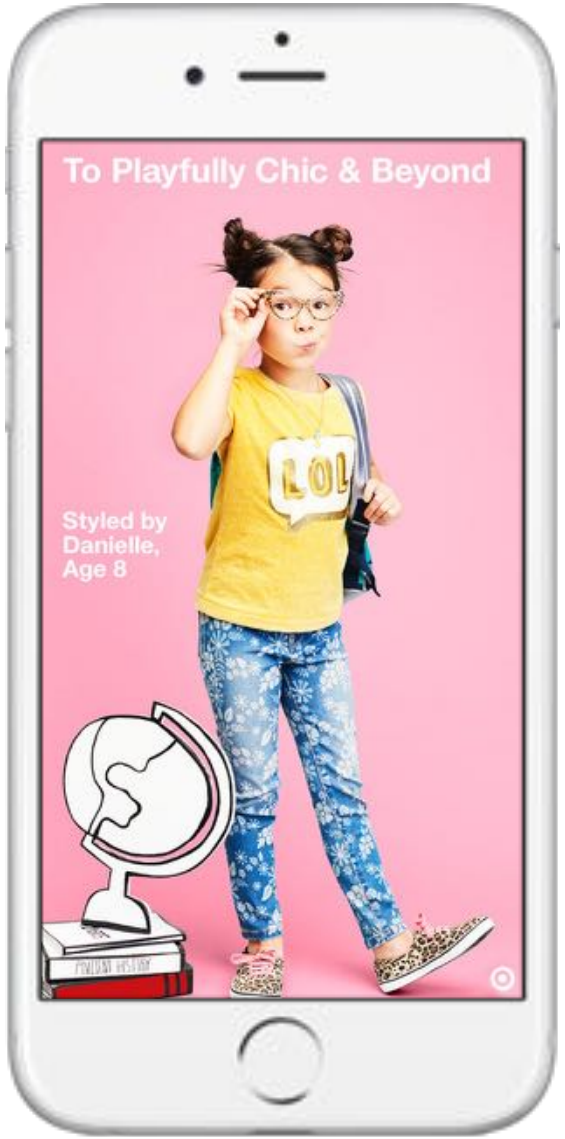
of all millennials

12
second attention span
in 2000

8
second attention span
in 2017

9
second attention span
of a goldfish




To Playfully Chic & Beyond
LOL
Styled by
Danielle,
Age 8



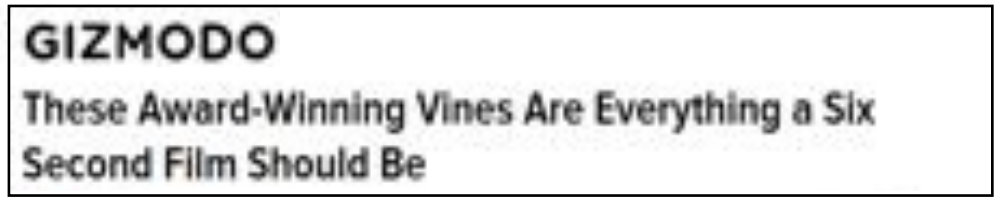



WaridTel
1:07 am
48%
Messages
Nappa
Contact
iMessage
Tuesday 7:51 pm
So I was trying to tell you what happened last night
huh, oh sorry I have the attention span of a goldfish
oh boy
see you later

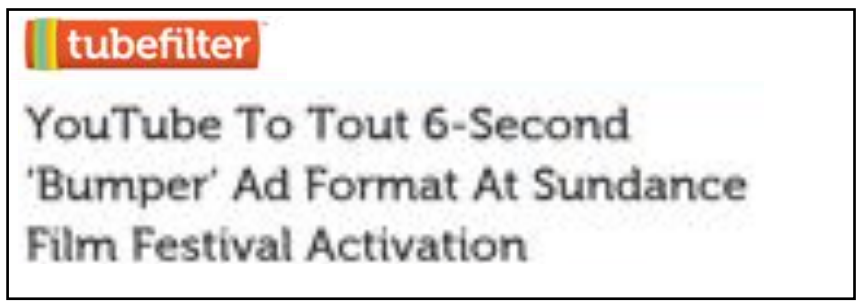



Mashable
Tribeca Film Festival Wants
Your Best 6-Second Vines

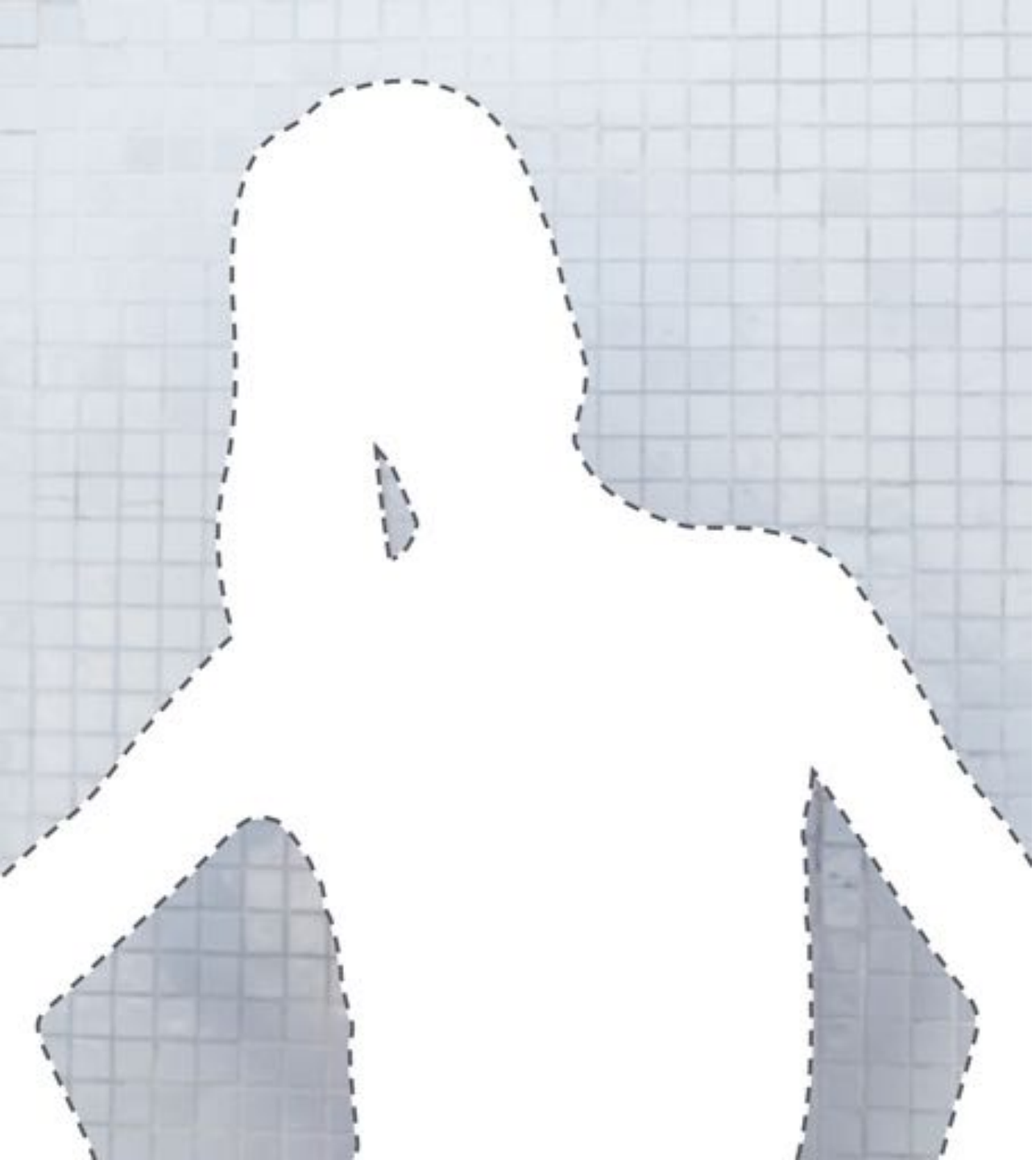

THE NEW YORKER
THE SIX-SECOND FILM GROWS UP

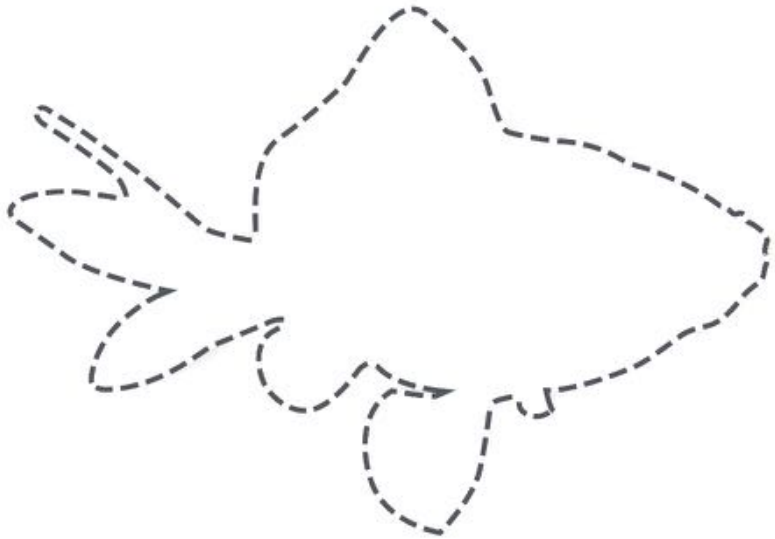

GIZMODO
These Award-Winning Vines Are Everything a Six Second Film Should Be


Media Village
YouTube's Six-Second Films Made Their Sundance Debut


tubefilter
YouTube To Tout 6-Second 'Bumper' Ad Format At Sundance Film Festival Activation


ADWEEK
YouTube Partners With Creative Agencies to Pitch Its 6-Second Ad Format at Sundance





The landscape has changed


To Lunchboxes
& Beyond









Raising our game




VICTORIA BECKHAM

create videos that people shop?

drive non-promotional content?

evolve our production model?

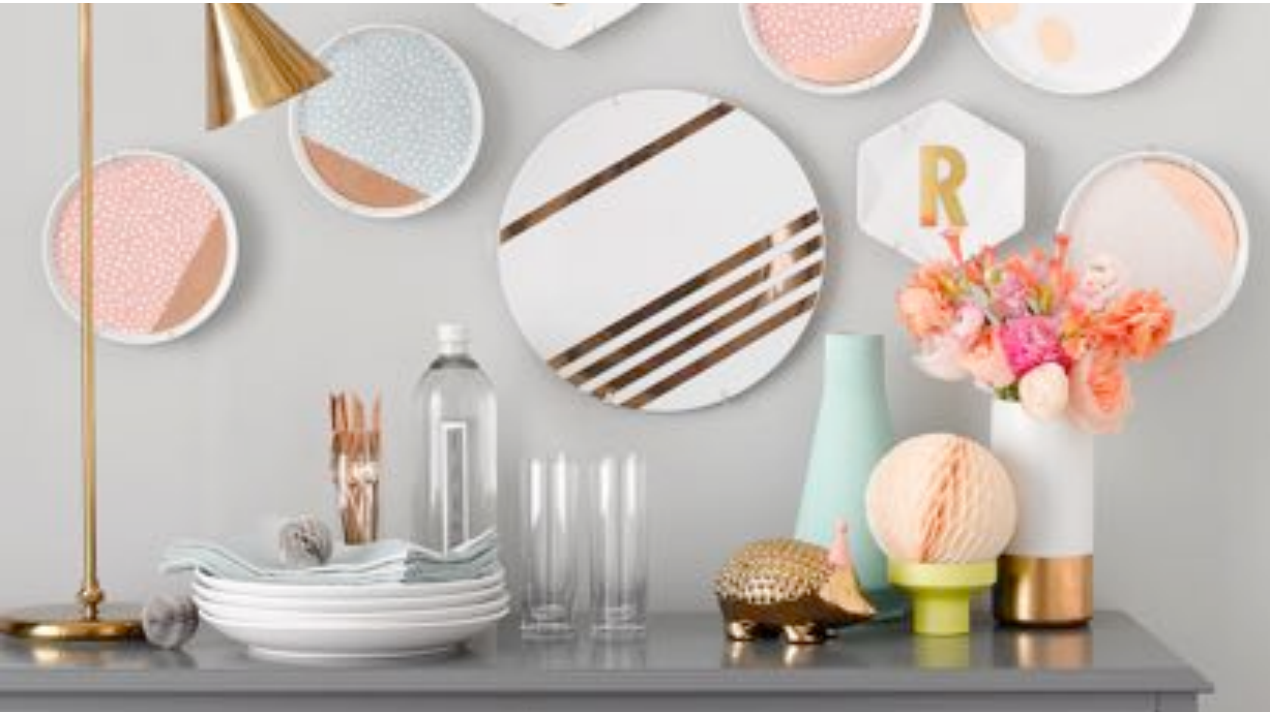
this just in

think more
like a startup


style






R


today is the day










SENSITIVE SKIN
CREME
BODY LOTION
this just in


this just in

18%

lift in featured products
over previous week



150%

cut in cost-per-click
over past year


quick ways to
refresh a look


MAR by VIX tunic
only at Target
$34.99


pair your phone to stream
your fave songs


Oh Joy!
vase
$19.99

products matter.
on-trend and guest focused.
be inclusive.



Target Style

@TargetStyle

Home

About

Photos

Events

Likes

Videos

Instagram



39K Views

Like · Comment · Share

310 Top Comments

35 shares

Write a comment...

Chelsea Anderson Love the looks, but they're not for those that have a big enough bust that "bralette" can't even be a thing. Or for those that work in a professional setting.

Like · Reply · 1 · February 23 at 3:02 pm

Maribel Serrano Why do all the people that come out on the models are commercials have to be skinny!! that's not reality hello!!

Like · Reply · 2 · February 7 at 7:44pm

Diana Novak Wow. This woman is sooooo thin, size 0 or 00 I'm guessing. No way I could pull these looks off as a size 10.

Like · Reply · 1 · February 7 at 5:25pm

View 15 more comments

Target Style

Like · Comment

Liked by This Page

Target Baby

Target

English (US) · Español · P
Français (France) · Deuts

Privacy · Terms · Adverti
Cookies · More

Facebook © 2017


beauty
essie
BEAUTY
YouTube Creator,
Teni Panosian


La Roche-Posay
micellar water
$29.99

The Sweet Spot of a TJI Video

Instituting learnings & best practices to create the right length and content

:00 :10 :20 :30 :40 :50

Show the 4 products up front

Demonstrate each product

Text Overlays throughout with Price & Features

Invite them to shop





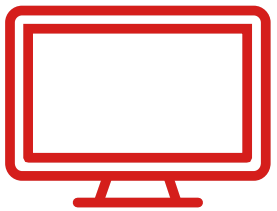




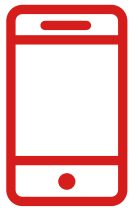

The Find Guru
YouTube personality



Strengthening Op Model



2 months



5 weeks



We learned a lot


Fujifilm Instamax mini 8
instant film camera
$69.99
OH SNAP!


instax



doubling our pre-Holiday click-thru rate









There’s still a long way to go

1 think in terms of seconds

#2 behaviors matter

#3 skunkworks no matter the size of your brand

