

Spec Ads for Target.com July 4th Headquarters campaign

Email

Subject Line: Music and beach balls and s'mores, oh my!

Concept: Image of an evening at the beach. Happy party-goers around a fire enjoying s'mores, watching fireworks. There is an iPod in a speaker dock on a picnic table, a beach ball being held by a content child.

All-American must-haves for a star-spangled 4th!

Get *your* party started! Shop now.

Web Banner Ad

Target is your bullseye for July 4th fun!

We've got the goodies that add spark to your party.

Shop Target.com now.

AdWords Text Ad

4th of July

Summer sizzle. Target style.

Free ship over \$50

www.target.com