

channelred_redwithenvy

Music plays.

ON SCREEN TEXT: Everyday savings.
 Exclusive extras.

The words “Exclusive extras” turn red from black.

Red and white circles grow inside of each other to create the Target logo on the REDcard debit card.

The REDcard shrinks and moves to the top of the screen. A gray purse appears below it. The REDcard goes into a gray purse and as it does the purse turns red.

A gray keyhole with a red key slide into frame from the left as the purse slides off screen to the right.

The red key enters the keyhole turning the keyhole red.

The red key grows revealing type in a red circle.

ON SCREEN TEXT: Early access to events, products & promotions.

The words “events, products & promotions” turn red from black.

The red circle closes over the type filling the screen with red, revealing that it is a red carpet leading to a gray box.

A gray bow appears on the gray box revealing that it is a gift.

ON SCREEN TEXT: Exclusive extras life gifts & offers.

The words “like gifts & offers” turn red from black and the gray gift box also turns red.

The lid of the gift box open and items you can purchase at Target with REDcard pop out – clothing, furniture, electronics, groceries, cosmetics, etc.

As the items fall, they line up along the bottom of the screen.

ON SCREEN TEXT: Enjoy 5% every day.

The words “Enjoy 5% every day” turn red from black.

Words and items slide off screen.

5% in red, a red key, and a red gift bow appear on screen.

ON SCREEN TEXT: 5% off every day
Early Access
Exclusive Extras

Red and white circles grow inside of each other to create the Target logo on the REDcard debit card.

ANNOUNCER: Apply now

The REDcard debit and credit cards appear on screen.

ON SCREEN TEXT: Apply now.
In-store or online at target.com/REDcard

ANNOUNCER: And get the savings you love and the benefits you deserve with REDcard.