



Target Crowdsources with Betterific: To Launch Seven New Products

Betterific Case Study: Target's 2015 Back to College Product Line

Hoping to co-create their next line of dorm room products, Target tapped into Betterific's community of 20,000 innovators to source innovative ideas. Searching for new products in categories like Bathroom, Bedding, Kitchen, Furnishings and Storage, Target asked:

"MY DORM ROOM WOULD BE BETTER IF..."

183 Ideas in two weeks • 20 Finalists evaluated
7 New products to Launch in 2015!

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"We have recently partnered with Betterific to help us think of innovative products that could make life in a first apartment or dorm room even better... Betterific is part of Target's larger guest-to-guest initiative that is working to connect guests to each other and to Target in meaningful ways."

– Kathee Tesija
SVP, Chief Merchandising Officer
Corporate Earnings Call



Target CMO Jeff Jones presents Betterific Case Study at
Association of National Advertisers Annual Conference

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After an initial two week idea generation campaign, the Betterific community submitted 183 ideas and contributed more than 600 engagements (upvotes/comments). Unique and interesting themes emerged:

Bundles

Make it Easy

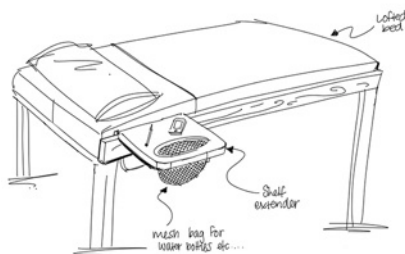
Personalization

Multi-function

Privacy

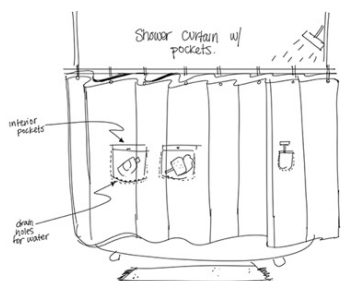
Roommate Communication

183 ideas is awesome. But how do you determine which ideas should be developed and brought to market? Target wanted an space to bring their favorite ideas back to the Betterific community to evaluate, iterate and finish the co-creation process. Here are a few of those initial sketches:



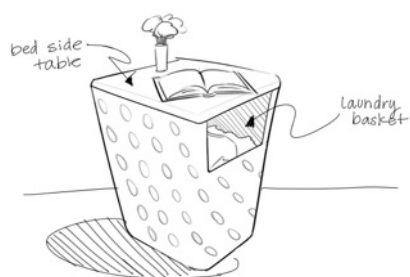
Wouldn't it be better if... Target made a shelf that easily attached to your dorm-room bed designed for extra storage, a place to charge your gadgets and more?

Inspired by: [Rajesh Nerlikar](#)



Wouldn't it be better if... Target designed a shower curtain with interior pockets that could store shampoo bottles, loofas & more? It would even include a water-proof zippered pouch for your phone!

Inspired by: [Matt Kane](#)



Wouldn't it be better if... Target sold a bed side table that also doubled as a laundry basket to store your "dirties" especially designed for small spaces?

Inspired by: [Kelly Williams](#)



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By tapping into the Betterific community to generate close to 200 ideas and then again to refine and evaluate the “best of the best,” Target is launching seven new products for their 2015 Back to College season! Here’s a sneak peak below:



Storage Towers with Removable Totes



Print/Chalkboard Peel and Stick Decals



2-in-1 Shower Caddy with Insert



Micro-Fiber Bed Sheets with Storage Pockets



Ideas. Innovation. Co-creation.

Build the products and experiences your customers want.

Betterific is an innovation platform that helps organizations quickly and easily crowdsource ideas and insights to make their products, brands and customer experiences better.

For more information, please contact innovation@betterific.com and visit target.com/backtocollege