

26 November, 2015

YAY FOR THE MAGIC OF CHRISTMAS AT TARGET

Target Australia has launched its latest Christmas television commercial featuring the retailers gorgeous fashion ambassador, Jessica Mauboy.

The 30 sec TVC also showcases a range of stunning Christmas trees, designer decorations, beautiful table settings as well as promoting Target's own Fabulous Food range.

Target's Head of Brand Communication Jennifer Gooniah says the latest campaign is all about capturing the magic of Christmas.

"Having Jessica Mauboy promoting our quality Christmas range is a perfect fit for our brand and there is no doubt that when it comes to that extra sparkle and those special touches, there is only one place to shop and that is Target.

"We have been promoting Higher Quality and Lower Prices throughout our advertising for number of months, which is our commitment to make quality style and fashion accessible for the whole family, every day, and this theme is continued throughout our Christmas campaign," says Gooniah.

**Link for the TVC <https://youtu.be/t3ZRUo0l358> **

Credits:
Creative Agency: AJF Partnership
Media Agency: UM

The word "YAY" in a large, white, bold, sans-serif font, set against a teal background with a circular graphic element.



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