

VIRTUAL ENGAGEMENT CHECKLIST

VEE PROJECT PROCEDURES

CHECK IN / BACK ROOM (FRIDAY AM)

- Arrive at scheduled Target store with face mask and display cart
- Check in at Guest Services
- Sign into general Vendor Log
- Log in/Clock in/Check in to ONE by Movista application
- Ask store personnel to let Food & Beverage Leader (FBL) know you are there to set up a merchandised adult beverage display
- Confirm with FBL the location they would like the display placed in the store
- Review the mPlan project manual to confirm the product and DPCI of the product you will be merchandising
- Ask permission to enter the backroom of the store to obtain necessary backstock product to merchandise the display cart with
- Grab a cart and gather necessary product from the back room. (REMEMBER, always pull product from the back room first before pulling from the sales floor)

FLOOR SET UP (FRIDAY AM)

- If needed, build the display cart in the back of the store (or where the FBL prefers you build the cart)
- Set the cart up in the designated location
 - Ensure that the backer, stickers, QR Code, and price sign are set correctly
 - Add corner branded corner wraps (if applicable)
- Merchandise Sampling Cart
 - Merchandise product the top, and all visible sides of the cart (refer to the project manual to identify the # of product you should merchandise the cart with)
- Confirm the item price by locating the item on the sales shelf and set the price flip chart with the correct pricing
- Scan the QR code with your smart device to ensure that the video shown matches the product displayed on your cart.
- Report in Movista and then check out/clock out of the app
- Check out with Guest Services

MERCHANDISING PROJECT (SATURDAY PM)

- Arrive at scheduled Target store with face mask
- Check in at Guest Services
- Sign into general Vendor Log
- Log in/Clock in/Check in to ONE by Movista application
- Ask store personnel to let Food & Beverage Leader (FBL) know you are there to re-merchandise an adult beverage display and ask for permission to gather product from the backroom
- Take a photo of the display and assess how much product you will need
- Gather additional product from backroom and re-merchandise the display
- Scan the QR Code
- Report in Movista, check out/clock out of the app, and then check out with Guest Services

TEAR DOWN PROJECT (MONDAY AM)

- Arrive at scheduled Target store with face mask
- Check in at Guest Services
- Sign into general Vendor Log
- Log in/Clock in/Check in to ONE by Movista application
- Ask store personnel to let Food & Beverage Leader (FBL) know you are there tear down the adult beverage display and ask for permission to return product from the backroom
- Grab a shopping cart and remove all product from the display cart
- Restock the product on the sales floor shelves before returning the product to the back room
- Take the empty display cart and place it in the designated sampling area in the backroom
- Report in Movista, check out/clock out of the app, and then check out with Guest Services

QUICK REMINDERS:

- After every project, report against the mPlan in the ONE by Movista application before leaving each store
- Check Out/Clock Out after each store visit
- Always reach out to TargetSupport@productconnections.com with any concerns, questions, or to report damaged or missing event items including cart and AB kits