

## TARGET LAUNCHES THE 'WHO MAKES CHRISTMAS SPECIAL' CAMPAIGN (WITH A LITTLE HELP FROM BOB DYLAN)

**Friday 3 November, 2017**

Target's new Christmas campaign will launch nationally from Sunday 5 November, recognising mums and families as the real life heroes who make Christmas special, all over Australia.

Whether it's decorating the house, baking Christmas treats, finding the perfect gift, whipping up a costume for the Christmas play or creating a special Christmas day celebration, mums and families are behind many a special Christmas moment. Target's new campaign reminds viewers that even though Santa brings the magic to Christmas, he can't do it without mums, dads, grandparents, aunts, uncles – families – all around the country who help make the festive season happen.

Chief Operating Officer Andre Reich says, "For over 90 years Target has been part of Australian families and an essential part of Christmas. With a wide range of gifts, toys, decorations and preparations, Target has everything you need for Christmas. We want to acknowledge everything that goes into making Christmas meaningful and we're focused on supporting our customers with products that make family life a little better and a shopping experience that makes life easier".

The campaign features a rollicking Bob Dylan classic Christmas tune, "*Must Be Santa*", which viewers will be humming long after the commercial ends.

Featured across multiple channels including TV, cinema and online, as well as in shopping centres, on radio, in-store and social media, the campaign also covers helpful tips on festive home styling and gifting ideas.

Target's *Who Makes Christmas Special* campaign was created by AJF Partnership Melbourne, Directed by Alexander Brown of The Sweet Shop with media planning and buying by OMD.

AJF Partnership Executive Creative Director Josh Stephens says, "We all know mums are the real heroes behind a successful Christmas. This campaign celebrates this truth with a wink and smile, and a little magic from Bob Dylan. It captures the crazy, fun Christmas mums work hard to deliver every year. Thankfully they have Target here to help."

Target's Christmas campaign will commence on Sunday 5 November 2017, and Target's Christmas range of decorations, gifts and toys is available in store nationally and online at [www.target.com.au](http://www.target.com.au).

To view the commercial please visit, <https://www.facebook.com/targetaus/videos/10154778643572364/>

**For further information and imagery, please contact Target Corporate Affairs:**

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