

Target Adult Beverage Virtual Engagement Experience



Welcome to Target Adult Beverage Virtual Engagement Experience Training!

If you need to quit the course before it is complete, please use the **Exit Course** button in the upper right corner of your screen. This will help to ensure the course bookmarks your progress, so you can return to the course where you left off.

Each lesson must be completed in order to receive credit. This required course will take you approximately **45** minutes to complete.

To begin, select the lesson, **Learning Objectives**, from the Table of Contents below.

Learning Objectives

WHAT IS VEE?

What is the Virtual Engagement Experience?

TYPES OF VEE PROJECTS

Types of VEE Projects

ROLES AND RESPONSIBILITIES

Brand Ambassador Roles and Responsibilities

KNOWLEDGE CHECK

Show What Your Know

Conclusion

Learning Objectives



This self-paced course introduces Brand Ambassadors to the Target Adult Beverage Virtual Engagement Experience (VEE) Training. You may save your work and come back later to finish if needed.

You will be asked to complete questions throughout the course before your progressing to the next section of the module. There will also be a 5 question quiz at the end to show what you have learned. You will need a 80% score to pass.

Learning Objectives

By the end of this course, you will be able to:

- 1 Explain the Virtual Engagement Experience (VEE) Program
- 2 Describe Brand Ambassador Role and Responsibilities
- 3 Identify the types of Virtual Engagement Experience (VEE) projects and their components
- 4 Explain the Out of Stock policy

STOP!

It is important to ensure that your browser settings allow for communication between your computer and BlueVue. If your settings do not allow for communication between your computer and BlueVue, your course may not correctly bookmark your progress or register your completion. This guide can help you ensure your browser settings are correct: <https://crossmarkconnect.force.com/connect/s/article/BlueVue-General-User-Overview-Quick-Reference-Guide>

(Please note this knowledge base article link will open in a new tab or window when clicked.)

What is the Virtual Engagement Experience?

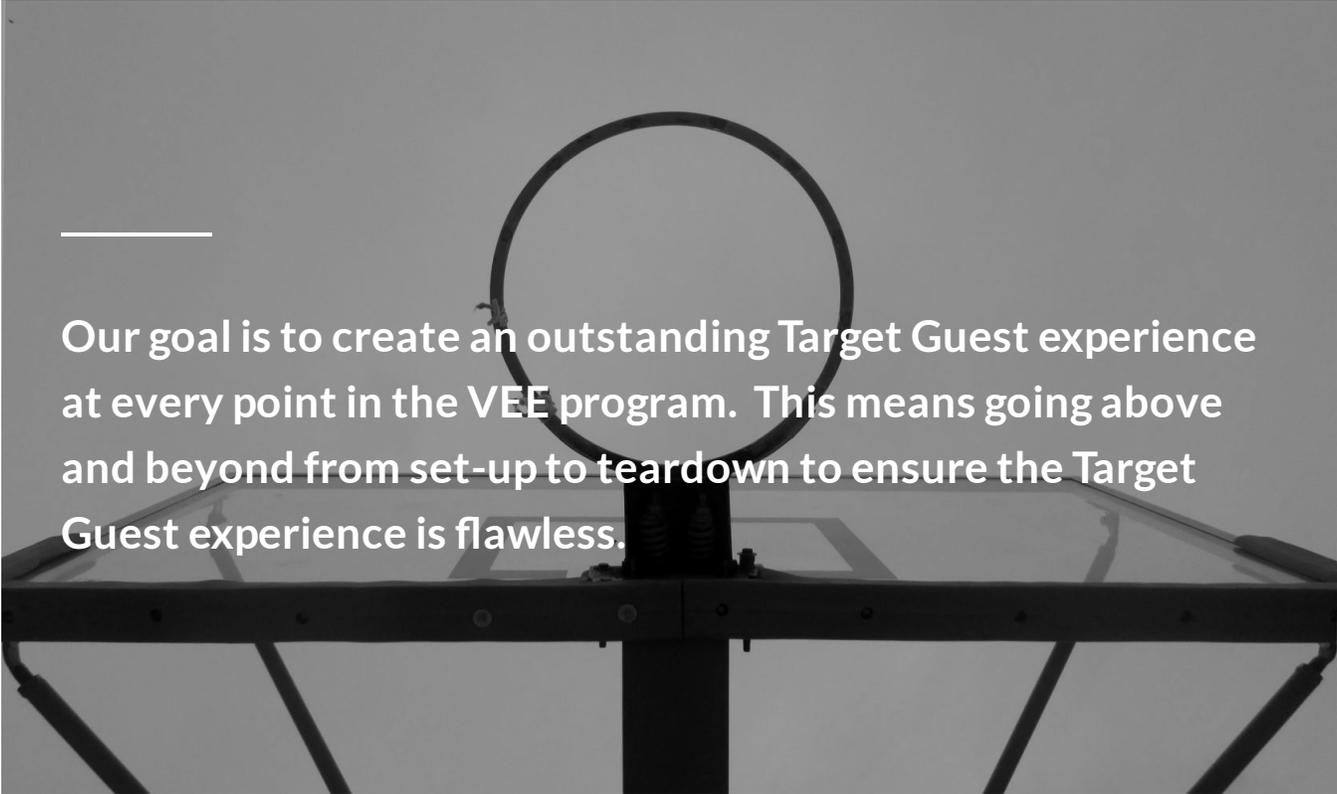
The Virtual Engagement Experience (VEE)



The Virtual Engagement Experience Display

The Virtual Engagement Experience (VEE) is Product Connection's solution for Target Guests to allow them to learn about products in-store in a new, interactive way as well as increase sales for the product on display. Product Connections and Target have partnered together to promote products in Target stores. Together, our goal is to enhance the Target Guest shopping experience, promote exciting products, and generate additional sales with the use of a virtual Brand Ambassador and display.

Target is committed to providing the best shopping experience possible for their guests, and the Virtual Engagement Experience program helps them do just that! Your role is important to this program's success as you will be responsible for setting up, restocking, servicing, and tearing down the VEE display.



Our goal is to create an outstanding Target Guest experience at every point in the VEE program. This means going above and beyond from set-up to teardown to ensure the Target Guest experience is flawless.

Key Terms for VEE Success

You will need to be aware of a few key terms to ensure your success in this training, and executing the VEE program in the store.

Select each **plus sign (+)** to review the description of each key term.

Virtual Engagement Experience (VEE) —

The Virtual Engagement Experience provides an opportunity for Target Guests to learn about products in-store via a high-quality video of a virtual Brand Ambassador. The VEE program also allows an interactive way to increase sales for the product on the D2D cart.



D2D Cart —

The D2D cart is the unit that will hold the feature product for the duration of the program. This cart is a patent-pending innovation from Product Connections; the D2D stands for Display 2 Demo. The D2D cart is made of metal and designed to hold up to 50 bottles of wine and 24 cases of beer or seltzers! Occasionally, you will be asked to assemble the D2D cart for your program but, don't worry, you'll get a video to help guide you during the setup and it is only a one-time setup! You'll learn more about the D2D cart later in this course.



Brand Ambassador —

Brand Ambassadors are the people that execute events for the VEE program. This could include setting up the display, servicing the display, merchandising the display, and tearing down the display. Brand Ambassadors are a vital part of the VEE program!

QR Code —

A QR code is an image containing black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone. For the VEE program, our QR codes will link to the product video for the event. The VEE program includes 6 QR codes that are color-coded for easy identification and use.



Guest —

Target refers to their customers as Guests. A positive Target guest experience should be our number one goal!



Food & Beverage Leader (FBL) —

The Food and Beverage Leader heads food and beverage services including replenishment, inventory accuracy, food safety, presentation, pricing, and promotional signing processes for all Food & Beverage areas of the store. They should be your first point of contact when discussing the placement of the D2D Cart and other questions related to the VEE program.

Store Director (SD) —

The Store Director leads the entire Target store team with their goals and day-to-day operations. Occasionally, you may work directly with the Store Director for the VEE program. It's important to always be professional and helpful when interacting with the Store Director.

Backroom

The backroom is often in the back of the store and houses extra product and the carts you will need in order to transport product. The backroom is also where you will store the VEE display when it is not in use. It's important that you build good working relationships with the people in the backroom, you'll see them weekly!

1Hub Mobile

The 1Hub Mobile app is where you will report your time and answer mPlan questions throughout the program. You will use the 1Hub Mobile app every time you execute a VEE event. You will receive separate, more in-depth training on the 1Hub Mobile app.

DPCI

The DPCI is the item number in Target. The DPCI(s) for the project are provided on the first page of each manual. Note, there could be multiple DPCIs in each event so be sure to read your manual carefully.

Receiving Manager

The Receiving Manager is the Target team member responsible for the backroom and incoming product. They are a key contact in the VEE program.

mPlan

An mPlan is a project in the 1Hub Mobile app. This is where you will access your event information, manual, and answer your survey questions during your projects.

Facing Product

Facing product means making sure that product on the D2D cart is organized. You should pull all product to the front of the cart with the product label facing outward toward the guest. Facing product makes the cart more inviting for guests to shop.



Complete the content above before moving on.

Types of VEE Projects

Setup, Merchandising, & Teardown

As a VEE Program Brand Ambassador, you will mainly handle three types of projects in Target:

1. Setup Project
2. Merchandising Project
3. Teardown Project

Each project will have its own unique purpose but the ultimate goal for each project is to ensure that each Target Guest has a great in-store experience. In the next few sections, we'll review each type of project you'll be executing in Target stores.

1

Setup Projects

During this phase, you will be responsible for setting up the D2D cart inside Target. You'll be working closely with your Target partners to designate a setup area, locate product, and print the price sign. If you are unable to setup due to store refusal, please contact your scheduler immediately.

i You must sign in and out of the Vendor Log Book for each and every visit in Target. The Vendor Log Book is located either at guest services or it may be a digital vendor log book on a tablet in the receiving area in the backroom of the store.

Communication First

An important part of your setup project is store communication. It's important to talk to either the FBL (Food & Beverage Leader) or a member of store management before proceeding with the setup. Your Target partners will help designate the setup location and print a price sign for the event.

Setup projects are sometimes paired with a D2D Cart assembly project as you may need to assemble the D2D cart prior to set-up. When required to assemble the D2D cart, you will be provided instructions along with a video to help you in setting up the display. These can be accessed via a link in the manual or in the Tools section of the 1Hub Mobile app.



Date: October 2021
To: Store Director; Food & Beverage Leaders
From: Michael Grayson
Business Partner - Food & Beverage Operations

Subject: Target Approval – Product Connections Sampling: Virtual Engagement Experience (VEE)

Product Connections, a WIS International Company, is leading and staffing a Virtual Engagement Experience (VEE) program intended to heighten the in-store experience. This program will be executed every weekend with the following schedule:

Friday AM: Program Setup
Saturday: Program Maintenance and Merchandising
Monday: Program Teardown

On these days when the Product Connections Brand Ambassador signs in at Guest Services, they will check in with a Food & Beverage leader and may require brief assistance from them. Target supports this program and requests your cooperation in giving the Brand Ambassadors permission to enter the backroom, access the Sampling Supply Area or designated back room storage area, and support the setup, maintenance and teardown of each event. Reference Workbench | Product Connections Adult Beverage Sampling for additional information.

Listed here is a brief overview of how you can help support:

- Help BA locate best location in-store to place metal cart during the weekends, usually near Adult Beverage area or in open area near front of the store.
- Work with BA to secure space in the backroom near Adult Beverage area to store metal cart or in Sampling Supply Area (space should be easily accessible and not require a forklift or heavy lifting to locate and move metal cart).
- Communicate with receiving team members that additional product will be sent in for these events and should be accepted in the weeks leading up to each program.
- Assist with printing price sign for featured product as requested by Brand Ambassador.

Thank you for your support and please submit a mysupport or email FoodBevSampling@Target.com with any questions.

Sincerely,

Michael Grayson
Business Partner – Food & Beverage Operations

Target Headquarters letter outlining the VEE Program.

Getting Started with Setup

If you have been assigned to the set-up project but will be unable to execute, notify your supervisor immediately so another BA can be assigned to complete the project.

Always verify in the 1Hub Mobile app the date and time window your setup projects are scheduled. Attached to your project in the 1Hub Mobile app will be a project manual that will provide you with all the necessary information specific to that project and location including details such as day of setup, time of setup, and estimated time to complete the project.

To perform the setup, follow the steps outlined in your project manual. Your project manual will provide you with details such as the day of setup, time of setup, and estimated time to complete the project.

 **Quick Tip:** When you arrive at the store, connect to the store WiFi. This will ensure that you can quickly download your manual and sync mPlan questions. You can also download any videos you'll need to reference during your event at home before the event. This will ensure you have the videos handy when in store.

D2D Cart Placement

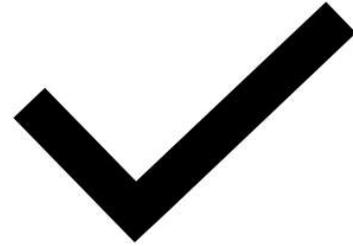
Before beginning your setup, speak with the FBL to determine where the D2D cart should be placed. Proper placement will increase engagement, drive sales, and add to the Guests' shopping experience. The FBL will direct where to place the cart. This will likely be in areas of the store that avoid high traffic endcaps and one-way aisles to prevent congestion points and line queuing. We encourage placement at the front of the store and near the **Adult Beverage area**, but ultimately it is up to the FBL.



Proper Cart Usage

Select each plus sign (+) to review cart usage guidelines.

Three Tiered Cart - Approved for BA Use

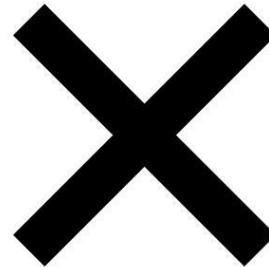


Three Tier Cart

- Also known as Backroom cart or Carry Cart.
- Before using 3 tier carts, please check for scanners or signs on carts. If no scanner or sign, BAs can use these carts.

Three Tiered Carts - Not Approved to Use

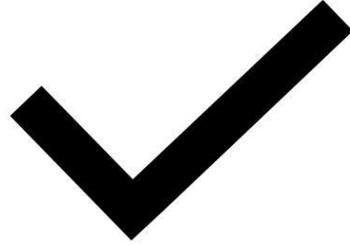
Not allowed if the cart has attached a black scanner or "Drive Up Only" signage.



Three Tier Cart – Not approved to use

- EXCEPTIONS"
- Not allowed to use if the cart has attached a black scanner or "Drive Up Only" signage.

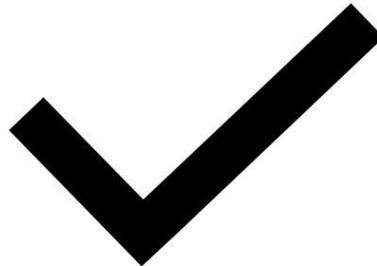
U-Boat - Approved for BA Use —



U-Boat

- U-boats approved for BA usage

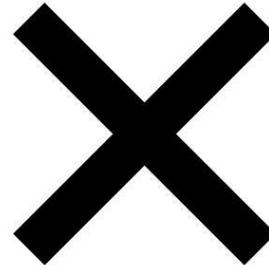
Flatbed - Approved for BA Use —



Flatbed

Flatbed approved for BA's usage

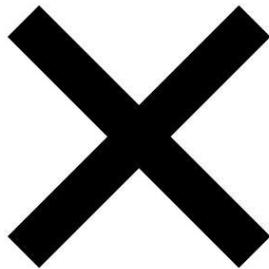
Fulfillment Backroom Carts - NOT Approved for BA Use



Fullfilment Back Room carts

Fulfillment backroom carts are not for BA's to use

Guest Shopping Carts - NOT Approved for BA Use



Guest Shopping cart

None of the guest shopping carts or baskets are for BA or vendor usage



Complete the content above before moving on.

Setup Project Manual

Please review the following sample project manual provided to become familiar with the project manual components. Select each **numbered marker** below to read more about each part of the manual. You must read each definition before moving on.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
🎯 SETUP PROJECT QUICK REFERENCE PAGE

DPC(s)	1	213-05-4887 & 213-05-7026
Product	2	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	3	34-36 units total
Plan	4	2598-TGT-09.25-SierraNevadaHazyandWild-VEE-Setup

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** Make sure your **GPS locator** is on. Instructions provided on page 2.

Step 2: Work with the Target team to make sure there's enough inventory **before** setting up.

Step 3: Make sure your display looks like this or as close to this as possible!
 The minimum to set up the display is 16 bottles of wine or 10 cases of beer/seltzer. Backup product details are on page 6.
 If needed, install branded side-of-cart signs and dispose of any branded signs from the previous event. Instructions provided on page 3.

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

Step 4: Share upcoming event info with your receiving contact and store management! (Page 7).
 The QR Code for this project is the **Black QR code**. Scan the QR code to ensure it's correct.

Step 5: Update the price sign.

Step 6: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!** **NOTE:** Do not **clock out** until after your last visit is completed for the day.

Product Connections, Confidential and Proprietary

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM

SETUP PROJECT QUICK REFERENCE PAGE

DPCI(s)	1 213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
mPlan	2598-TGT-09.25-SierraNevadaHazyandWild-VEE-Setup

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions provided on page 2.

Share upcoming event info with your receiving contact and store management! (Page 7).

Step 2: Work with the Target team to make sure there's enough inventory **before** setting up.

Step 3: Make sure your display looks like this or as close to this as possible!

The minimum to set up the display is 16 bottles of wine or 10 cases of beer/seltzer. **Backup product details are on page 6.**

If needed, install branded side-of-cart signs and dispose of any branded signs from the previous event. Instructions provided on page 3.



Step 4: The QR Code for this project is the **Black QR code**. Scan the QR code to ensure it's correct.



Step 5: Update the price sign.

Step 6: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

Step 8: Don't Forget to **Check Out!** **NOTE: Do not clock out until after your last visit is completed for the day.**

Product Connections, Confidential and Proprietary

DPCI(s)

Here is where you will find the DPCI(s) for the event. The **DPCI** is Target's internal item number assigned to each product in Target. Use this number to confirm you are using the correct product(s) for the event.

Sometimes there can be multiple DPCIs. Be sure to reference your manual to ensure you are using the correct products.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM

📍 SETUP PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
mPlan	2598-TGT-09.25-SierraNevadaHazyandWild-VEE-Setup

2

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions provided on page 2.

Share upcoming event info with your receiving contact and store management! (Page 7).

Step 2: Work with the Target team to make sure there's enough inventory **before** setting up.



Step 4: The QR Code for this project is the **Black QR code**. Scan the QR code to ensure it's correct.

Step 3: Make sure your display looks like this or as close to this as possible!



Step 5: Update the price sign.

The minimum to set up the display is 16 bottles of wine or 10 cases of beer/seltzer. **Backup product details are on page 6.**

Step 6: Complete your mPlan in the ONE by Movista app.

If needed, install branded side-of-cart signs and dispose of any branded signs from the previous event. Instructions provided on page 3.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

Step 8: Don't Forget to **Check Out!** **NOTE: Do not clock out until after your last visit is completed for the day.**

Product Connections, Confidential and Proprietary

Product

At the top of each manual, the product description(s) will be provided here. This will provide another way for you to confirm that you are using the correct product for the event.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM

📍 SETUP PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
mPlan	2598-TGT-09.25-SierraNevadaHazyandWild-VEE-Setup

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions provided on page 2.

Share upcoming event info with your receiving contact and store management! (Page 7).

Step 2: Work with the Target team to make sure there's enough inventory **before** setting up.

Step 3: Make sure your display looks like this or as close to this as possible!

The minimum to set up the display is 16 bottles of wine or 10 cases of beer/seltzer. **Backup product details are on page 6.**

If needed, install branded side-of-cart signs and dispose of any branded signs from the previous event. Instructions provided on page 3.



Step 4: The QR Code for this project is the **Black QR code**. Scan the QR code to ensure it's correct.



Step 5: Update the price sign.

Step 6: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

Step 8: Don't Forget to **Check Out!** **NOTE: Do not clock out until after your last visit is completed for the day.**

Product Connections, Confidential and Proprietary

Quantity Needed

Here is the recommended quantity you will need to gather in order to stock the display.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM

🎯 SETUP PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
4	2598-TGT-09.25-SierraNevadaHazyandWild-VEE-Setup

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions provided on page 2.

Share upcoming event info with your receiving contact and store management! (Page 7).

Step 2: Work with the Target team to make sure there's enough inventory **before** setting up.

Step 3: Make sure your display looks like this or as close to this as possible!

The minimum to set up the display is 16 bottles of wine or 10 cases of beer/seltzer. **Backup product details are on page 6.**

If needed, install branded side-of-cart signs and dispose of any branded signs from the previous event. Instructions provided on page 3.



Step 4: The QR Code for this project is the **Black QR code**. Scan the QR code to ensure it's correct.



Step 5: Update the price sign.

Step 6: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

Step 8: Don't Forget to **Check Out!** **NOTE: Do not clock out until after your last visit is completed for the day.**

Product Connections, Confidential and Proprietary

Step-by-Step Overview

Here you will find a quick step-by step overview of the project.

This page contains most of everything you need for the project. But of course we included very detailed step-by-step instructions on the following pages.

So, if you're ever feeling lost during a project just reference the more detailed instructions!

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM

📍 SETUP PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
mPlan	2598-TGT-09.25-SierraNevadaHazyandWild-VEE-Setup

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions provided on page 2.

Share upcoming event info with your receiving contact and store management! (Page 7).

Step 2: Work with the Target team to make sure there's enough inventory **before** setting up.

5



Step 4: The QR Code for this project is the **Black QR code**. Scan the QR code to ensure it's correct.



Step 3: Make sure your display looks like this or as close to this as possible!



Step 5: Update the price sign.

The minimum to set up the display is 16 bottles of wine or 10 cases of beer/seltzer. **Backup product details are on page 6.**

If needed, install branded side-of-cart signs and dispose of any branded signs from the previous event. Instructions provided on page 3.

Step 6: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

Step 8: Don't Forget to **Check Out!** **NOTE: Do not clock out until after your last visit is completed for the day.**

Product Connections, Confidential and Proprietary

Setup Image

This image will show you what the finished D2D cart should look like. Use this image to help guide you as you complete the setup event.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM

📍 SETUP PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
mPlan	2598-TGT-09.25-SierraNevadaHazyandWild-VEE-Setup

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions provided on page 2.

Share upcoming event info with your receiving contact and store management! (Page 7).

Step 2: Work with the Target team to make sure there's enough inventory **before** setting up.

Step 3: Make sure your display looks like this or as close to this as possible!

The minimum to set up the display is 16 bottles of wine or 10 cases of beer/seltzer. **Backup product details are on page 6.**

If needed, install branded side-of-cart signs and dispose of any branded signs from the previous event. Instructions provided on page 3.



Step 4: The QR Code for this project is the **Black QR code**. Scan the QR code to ensure it's correct.



Step 5: Update the price sign.

Step 6: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

Step 8: Don't Forget to **Check Out!** **NOTE: Do not clock out until after your last visit is completed for the day.**

Product Connections, Confidential and Proprietary

QR Code

This section will show you which QR code should be displayed for this event. There are 6 QR codes provided in the QR accordion. If you are taking care of multiple stores with different programs, you will be using different QR codes based on which program is running. It's very important that you reference this page to ensure you displaying the correct QR code.

🔒 Complete the content above before moving on.





D2D Cart

D2D Cart Details

The D2D cart is a patent-pending innovation from Product Connections. You may wonder why it's named the D2D cart; D2D stands for Display 2 Demo. This D2D cart not only functions as a display, but it can also be used for sampling! Currently, we are only using it as a display in the VEE program.

Setup projects are sometimes paired with a Display Cart assembly project as you may need to assemble the D2D cart prior to set-up. When required to assemble the D2D cart, you will be provided instructions along with a video to help you in setting up the display. These can be accessed via a link in the manual or in the Tools section of the 1Hub Mobile app.

Anatomy of a D2D Cart

Select each **numbered marker** below to learn more about your Target VEE Display.





Price Sleeve

Work with the FBL or a member of the Target team to print a price sign for the cart. If you are unable to get a printed price sign, ask your Target partner if they can print the sign and place it when they have a chance. If you do this, check that the price sign is in place during your merchandising visit.



D2D Cart Topper

The D2D Cart Topper is holds important information for the event. The price sign and QR codes are on the topper so you should never setup without the D2D cart topper.

If the cart topper is missing, notify your scheduler that you will be unable to set your D2D cart then answer the mPlan questions accordingly. When storing the D2D cart, it's important that we try to never separate the topper from the base. If you do have to store them separately, make note of that in your mPlan.



QR Code Sleeve

There are two QR code sleeves on the D2D Topper: one in the front with the price sign and one in the back. There are 6 QR codes that are fastened together with an accordion fold. Be sure you're reading your manual carefully and using the correct QR code color.



D2D Cart Base

The D2D cart base is designed to hold up to 50 bottles of wine and 24 cases of seltzer! Make sure that the base of the D2D cart is merchandised nicely with product.

The minimum amount of product to set the D2D cart is 10 units of beer or seltzer and 16 bottles of wine. If you do not have enough product to meet the minimum, use the Out-of-Stock process with the backup products provided in your manual.



Side-of-Cart Signage

This is the permanent side-of-cart signage that should remain on the cart at all times. The side-of-cart signage is designed to be kept on the cart even when folded.



Branded Side-of-Cart Signage

Occasionally, suppliers will purchase branded side-of-cart signs for even more brand recognition during their VEE event.

Branded side-of-cart signs are designed to slide over the permanent signage. Once the event is over, you can remove and discard the branded side-of-cart signs. Remember, you should never remove the *permanent* side-of-cart signage.



D2D Cart Wheels

The D2D cart wheels should be locked when the cart is setup or stored. You should only unlock the wheels to move the D2D cart.

This is very important for both your safety and the safety of our Target partners and guests.



What to do when your Display Cart is damaged or missing?

What To Do When Your Display Cart Is Damaged

If the D2D cart is damaged to the point that it cannot be used, report this information in your mPlan, and be sure to include photos of the damage. You will be mailed a new cart for the next program.

Replacement D2D carts and parts will be delivered to the Brand Ambassador's home address and not to the store. Please alert your scheduler immediately if this will be a problem.

What To Do When Your Display Cart Is Missing

If the FBL or the SD has confirmed the cart has been discarded, report this information in your mPlan. Be sure to get the full name and title of the member of Target management that confirmed the cart was discarded. A new cart will be sent to you.



What To Do when Inventory Is Low

In some instances, you may find that the store where you are performing a setup or merchandising project does not have enough inventory to complete the setup or restocking work as instructed. It's important to follow the out-of-stock policy below before determining you cannot complete the project:

- Work with a Food & Beverage Leader or another member of store management to try and locate product in the backroom or receiving area of the store. They will often be able to scan the UPC code or use the DPCI to confirm actual quantities of inventory inside the building. You should never assume an item is out of stock without checking with a member of management or a Target team member. If you are not able to setup the cart due to no inventory, you will be required to get a signature from Target team member you worked with.
- If there is some product, but not enough to fully merchandise the display, you might still be able to proceed. If there is enough product to merchandise the top of the

display and the front two shelves to where they look visually appealing to shoppers, you can continue with the program! The minimum for setup is 10 boxes of beer or seltzer and 16 bottles of wine.

- Once you have confirmed that there is not enough feature product to set the D2D cart, you will need to use backup product. You will be provided up to 3 options for a backup each program; this information is provided on the second page of your manual in both the setup and merchandising projects. Be sure to use the correct QR code. The QR code for each backup will be provided in your manual as well.

 **Note:** It is very important that you do everything possible to locate the feature product. The supplier works with their team to ensure product is sent in specifically for our VEE events. You should only use backup product if you have exhausted all resources looking for the feature product

D2D Cart Setup

Select **START** below to learn the correct way to set up the D2D cart.

Correct vs. Incorrect Setup

It's important that when you are setting up the VEE program that you set up the D2D cart as shown in the event manual. Review the following to see correct vs. incorrect D2D cart setup images.

Step 1

Correct Setup - Seltzer

Full cart set up



Minimum number set up



Step 2

Incorrect Setup - Seltzer

Never leave the front of the Cart half empty always fill from front to back



Never create a bowling Pin set up



Step 3

Correct Setup - Wine

Full cart set up



Minimum number set up



Step 4

Incorrect Setup - Wine

Never leave the bottom of
the Cart empty



Never create a bowling
Pin set up



Step 5

Correct Setup - Beer

Full cart set up



Minimum number set up



Step 6

Incorrect Setup - Beer

Never leave the front of the Cart half empty always fill from front to back



Never leave the bottom of the Cart empty



Setup Project How-To Video

Select the **play button** on the video below to understand the setup project from start to finish. You are required to watch the entire video before proceeding. You can pause the video as needed to read the instructions provided in the video.

Note - Any references to "One by Movista" or "Movista" are references to the 1Hub Mobile app.

How to Setup, Merchandise and Teardown your Target Virtual Engagement Experience Projects.



Complete the content above before moving on.

Knowledge Check

It is okay to use a Target Shopping Cart while performing your setup event.

True



False

SUBMIT



Complete the content above before moving on.

D2D stands for Display to Demo.



True



False

SUBMIT



Complete the content above before moving on.

Merchandising Projects



The Merchandising Project is conducted to ensure the product on the D2D Cart is fully restocked and everything is in working order. During this Merchandising Project, you will also be servicing the D2D cart; this means that you will ensure that the cart area is clean, tidy, and looking nice and the product is restocked and faced.

If you have been assigned to the merchandising project but will be unable to visit the store, notify your scheduler immediately so another BA can be assigned to complete the

project.

Always verify the date and time window of your merchandising projects in the 1Hub Mobile app. You should also confirm you are in the correct location when checking in at your store; you may be visiting several stores during your setup and each store may be featuring a different product. Attached to your project in the 1Hub Mobile app will be a project manual that will provide you with all the necessary information specific to that project and location including details such as day of merchandising, time of project, and estimated duration to complete the project.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
MERCH PROJECT QUICK REFERENCE PAGE

DPC(s)	1	213-05-4887 & 213-05-7026
Product	2	3 Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty		34-36 units total
Pin	4	2598-TGT-09.24-SierraNevadaHazyandWild-VEE-Merch

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In**. Make sure your **GPS locator is on**. (Instructions on page 2.)

Step 2: After checking in with the FBL, make sure the display is still in an appropriate location. Don't forget to take a "before" pic!

Step 3: Make sure the display has plenty of product!

If the display needs more product, check the backroom to see if more product arrived. See page 6 for backup product details.

Reminder: DO NOT use a shopping cart to transport product. Use a designated product cart from the backroom.

Step 4: The QR Code for this project is the **black QR code (card 1)**. Scan the QR code on the backer to ensure the correct QR code is displayed.

Step 5: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!** NOTE: Do not clock out until after your last visit is completed.

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.



Product Connections, Confidential and Proprietary

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
📍 MERCH PROJECT QUICK REFERENCE PAGE

DPCI(s)	1 213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
mPlan	2598-TGT-09.24-SierraNevadaHazyandWild-VEE-Merch

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In**. **Make sure your GPS locator is on.** (Instructions on page 2.)

Step 2: After checking in with the FBL, make sure the display is still in an appropriate location. Don't forget to take a "before" pic!

Step 3: Make sure the display has plenty of product!

If the display needs more product, check the backroom to see if more product arrived. See page 6 for backup product details.

Reminder: **DO NOT use a shopping cart to transport product. Use a designated product cart from the backroom.**

Step 4: The QR Code for this project is the **black QR code (card 1)**. Scan the QR code on the backer to ensure the correct QR code is displayed.

Step 5: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!** **NOTE:** Do not clock out until after your last visit is completed.

Product Connections, Confidential and Proprietary

DPCI(s)

Here is where you will find the DPCI(s) for the event. The **DPCI** is Target's internal item number assigned to each product in Target. Use this number to confirm you are using the correct product(s) for the event.

Sometimes there can be multiple DPCIs. Be sure to reference your manual to ensure you are using the correct products.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
📍 MERCH PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
mPlan	2598-TGT-09.24-SierraNevadaHazyandWild-VEE-Merch

2

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In**. **Make sure your GPS locator is on.** (Instructions on page 2.)

Step 2: After checking in with the FBL, make sure the display is still in an appropriate location. Don't forget to take a "before" pic!

Step 3: Make sure the display has plenty of product!

If the display needs more product, check the backroom to see if more product arrived. See page 6 for backup product details.

Reminder: **DO NOT use a shopping cart to transport product. Use a designated product cart from the backroom.**

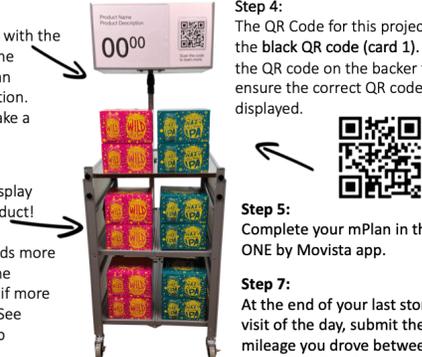
Step 4: The QR Code for this project is the **black QR code (card 1)**. Scan the QR code on the backer to ensure the correct QR code is displayed.

Step 5: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!** **NOTE:** Do not clock out until after your last visit is completed.

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.



Product Connections, Confidential and Proprietary

Product

At the top of each manual, the product description(s) will be provided here. This will provide another way for you to confirm that you are using the correct product for the event.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
📍 MERCH PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
mPlan	2598-TGT-09.24-SierraNevadaHazyandWild-VEE-Merch

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In**. **Make sure your GPS locator is on.** (Instructions on page 2.)

Step 2: After checking in with the FBL, make sure the display is still in an appropriate location. Don't forget to take a "before" pic!

Step 3: Make sure the display has plenty of product!

If the display needs more product, check the backroom to see if more product arrived. See page 6 for backup product details.

Reminder: **DO NOT use a shopping cart to transport product. Use a designated product cart from the backroom.**

Step 4: The QR Code for this project is the **black QR code (card 1)**. Scan the QR code on the backer to ensure the correct QR code is displayed.

Step 5: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!** **NOTE:** Do not clock out until after your last visit is completed.

Product Connections, Confidential and Proprietary

Quantity Needed

Here is the recommended quantity you will need to gather in order to stock the display.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
📍 MERCH PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
4	2598-TGT-09.24-SierraNevadaHazyandWild-VEE-Merch

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In**. **Make sure your GPS locator is on.** (Instructions on page 2.)

Step 2: After checking in with the FBL, make sure the display is still in an appropriate location. Don't forget to take a "before" pic!

Step 3: Make sure the display has plenty of product!

If the display needs more product, check the backroom to see if more product arrived. See page 6 for backup product details.

Reminder: DO NOT use a shopping cart to transport product. Use a designated product cart from the backroom.

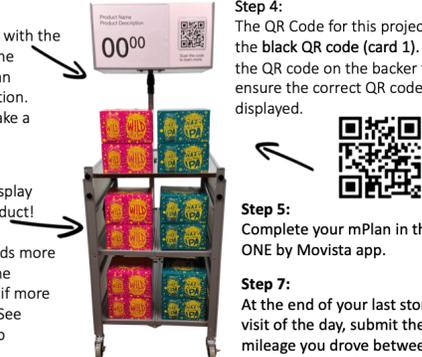
Step 4: The QR Code for this project is the **black QR code (card 1)**. Scan the QR code on the backer to ensure the correct QR code is displayed.

Step 5: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!** NOTE: Do not clock out until after your last visit is completed.

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.



Product Connections, Confidential and Proprietary

Step-by-Step Overview

Here you will find a quick step-by step overview of the project.

This page contains most of everything you need for the project. But of course we included very detailed step-by-step instructions on the following pages.

So, if you're ever feeling lost during a project just reference the more detailed instructions!

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
📍 MERCH PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
mPlan	2598-TGT-09.24-SierraNevadaHazyandWild-VEE-Merch

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In**. **Make sure your GPS locator is on.** (Instructions on page 2.)

Step 2: After checking in with the FBL, make sure the display is still in an appropriate location. Don't forget to take a "before" pic!

Step 3: Make sure the display has plenty of product!

If the display needs more product, check the backroom to see if more product arrived. See page 6 for backup product details.

Reminder: **DO NOT use a shopping cart to transport product. Use a designated product cart from the backroom.**

Step 4: The QR Code for this project is the **black QR code (card 1)**. Scan the QR code on the backer to ensure the correct QR code is displayed.

Step 5: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!** **NOTE:** Do not clock out until after your last visit is completed.

Product Connections, Confidential and Proprietary

Setup Image

This image will show you what the finished D2D cart should look like. Use this image to help guide you as you complete the setup event.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
📍 MERCH PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
Qty	34-36 units total
mPlan	2598-TGT-09.24-SierraNevadaHazyandWild-VEE-Merch

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In**. **Make sure your GPS locator is on.** (Instructions on page 2.)

Step 2: After checking in with the FBL, make sure the display is still in an appropriate location. Don't forget to take a "before" pic!

Step 3: Make sure the display has plenty of product!

If the display needs more product, check the backroom to see if more product arrived. See page 6 for backup product details.

Reminder: **DO NOT use a shopping cart to transport product. Use a designated product cart from the backroom.**

Step 4: The QR Code for this project is the **black QR code (card 1)**. Scan the QR code on the backer to ensure the **6** QR code is displayed.

Step 5: Complete your mPlan in the ONE by Movista app.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!** **NOTE:** Do not clock out until after your last visit is completed.

Product Connections, Confidential and Proprietary

QR Code

This section will show you which QR code should be displayed for this event. There are 6 QR codes provided in the QR accordion. If you are taking care of multiple stores with different programs, you will be using different QR codes based on which program is running. It's very important that you reference this page to ensure you displaying the correct QR code.


Complete the content above before moving on.

If Inventory is Low

In some instances, you may find the store does not have enough inventory to complete the VEE setup or merchandising work as instructed. It's important to follow the Out-of-Stock inventory steps we covered during the setup portion of the training. Remember, you can set up the display with a minimum of 10 boxes of beer or seltzer, and 16 bottles of wine. However, during your merchandising project, if enough product has sold through to drop it below the minimum but you still have at least 5 units on the cart, it can remain

standing until teardown. Just be sure to arrange the remaining units in a way that looks nice and allows the guest to shop the D2D cart.

If there is not enough inventory to merchandise the top and front sections of the display after following the above instructions, you'll need to carefully store the D2D cart in the Sampling Supply Area in the backroom and answer all survey questions in your mPlan. In these instances, please take note of the condition of the cart when you store it in the backroom and report in your survey questions whether you think any additional carts or cart components need to be shipped out for the next weekend of events.

Merchandising Project How-To Video

Select the **play button** on the video below to understand how to merchandise a display from start to finish. You are required to watch the entire video before proceeding. You can pause the video as needed to read the instructions provided in the video.

Note - Any references to "One by Movista" or "Movista" are references to the 1Hub Mobile app.





Complete the content above before moving on.

Knowledge Check

What is the DPCI?

- The store leader.
- Target's internal item number.
- The date of the project.

SUBMIT



Complete the content above before moving on.

If there is not enough inventory to merchandise the top and front sections of the display with either feature or backup items, you'll need to carefully store the D2D cart in the Sampling Supply Area in the backroom.

True

False

SUBMIT



Complete the content above before moving on.

Teardown Projects



The teardown project is conducted to ensure the product on the D2D Cart is removed and the D2D cart is stored securely.

If you have been assigned to the teardown project but will be unable to visit the store, notify your scheduler immediately so another BA can be assigned to complete the project.

Always verify the date and time window of your teardown projects in the 1Hub Mobile app. You should also confirm you are in the correct location when checking in at your store; you may be visiting several stores during your setup and each store may have featured a different product. Attached to your project in the 1Hub Mobile app will be a project manual that will provide you with all the necessary information specific to that project and location including details such as day of project, time of project, and estimated duration to complete the project.

Teardown Manual

Please review the below sample teardown project manual to become familiar with the project manual components.

Select each **numbered marker** below to read more about each part of the manual. Please note, you must read each definition before moving on.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
TEARDOWN PROJECT QUICK REFERENCE PAGE

DPCI(s)	1 213-05-4887 & 213-05-7026
Product	2 Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
mPlan	2598-TGT-09.27-SierraNevadaHazyandWild-VEE-Teardown

3 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions on page 2.

Step 2: Grab a cart from the backroom. Be sure to use a designated product cart from the backroom.

Step 3: Take note of about how many units of the featured product are remaining. You'll need this information for the mPlan! Don't forget to take a "before" pic!

Step 4: Take the product to the aisle in which it is normally merchandised and stock as much as you can. Work with an FBL to place remaining product in the backroom.

Step 5: Begin completing your mPlan in the ONE by Movista app.

Step 7: Store the cart in a safe place in the backroom and place the "Do Not Discard" sign on the cart. Complete your mPlan.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!**
NOTE: Do not clock out until after your last visit is completed for the day.

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

See page 5 for details about next week's event. Share this information with your receiving contact and store management as well!



VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
TEARDOWN PROJECT QUICK REFERENCE PAGE

DPCI(s)	1 213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
mPlan	2598-TGT-09.27-SierraNevadaHazyandWild-VEE-Teardown

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions on page 2.

Step 2: Grab a cart from the backroom. Be sure to use a designated product cart from the backroom.

Step 3: Take note of about how many units of the featured product are remaining. You'll need this information for the mPlan! Don't forget to take a "before" pic!

Step 4: Take the product to the aisle in which it is normally merchandised and stock as much as you can. Work with an FBL to place remaining product in the backroom.

Step 5: Begin completing your mPlan in the ONE by Movista app.

Step 7: Store the cart in a safe place in the backroom and place the "Do Not Discard" sign on the cart. Complete your mPlan.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!**
NOTE: Do not **clock out** until after your last visit is completed for the day.

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

See page 5 for details about next week's event. Share this information with your receiving contact and store management as well!



Product Connections, Confidential and Proprietary

DPCI(s)

Here is where you will find the DPCI(s) for the event. The **DPCI** is Target's internal item number assigned to each product in Target. Use this number to confirm you are using the correct product(s) for the event.

Sometimes there can be multiple DPCIs. Be sure to reference your manual to ensure you are using the correct products.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
TEARDOWN PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
mPlan	2598-TGT-09.27-SierraNevadaHazyandWild-VEE-Teardown

2

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions on page 2.

Step 2: Grab a cart from the backroom. Be sure to use a designated product cart from the backroom.

Step 3: Take note of about how many units of the featured product are remaining. You'll need this information for the mPlan! Don't forget to take a "before" pic!

Step 4: Take the product to the aisle in which it is normally merchandised and stock as much as you can. Work with an FBL to place remaining product in the backroom.

Step 5: Begin completing your mPlan in the ONE by Movista app.

Step 7: Store the cart in a safe place in the backroom and place the "Do Not Discard" sign on the cart. Complete your mPlan.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!**
NOTE: Do not clock out until after your last visit is completed for the day.

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

See page 5 for details about next week's event. Share this information with your receiving contact and store management as well!



Product Connections, Confidential and Proprietary

Product

At the top of each manual, the product description(s) will be provided here. This will provide another way for you to confirm that you are tearing down the correct event.

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
TEARDOWN PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
mPlan	2598-TGT-09.27-SierraNevadaHazyandWild-VEE-Teardown

3: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions on page 2.

Step 2: Grab a cart from the backroom. Be sure to use a designated product cart from the backroom.

Step 3: Take note of about how many units of the featured product are remaining. You'll need this information for the mPlan! Don't forget to take a "before" pic!

Step 4: Take the product to the aisle in which it is normally merchandised and stock as much as you can. Work with an FBL to place remaining product in the backroom.

Step 5: Begin completing your mPlan in the ONE by Movista app.

Step 7: Store the cart in a safe place in the backroom and place the "Do Not Discard" sign on the cart. Complete your mPlan.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!**
NOTE: Do not clock out until after your last visit is completed for the day.

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

See page 5 for details about next week's event. Share this information with your receiving contact and store management as well!



Product Connections, Confidential and Proprietary

Step-by-Step Overview

Here you will find a quick step-by step overview of the project.

This page contains most of everything you need for the project. But of course we included very detailed step-by-step instructions on the following pages.

So, if you're ever feeling lost during a project just reference the more detailed instructions!

VIRTUAL ENGAGEMENT EXPERIENCE (VEE) PROGRAM
TEARDOWN PROJECT QUICK REFERENCE PAGE

DPCI(s)	213-05-4887 & 213-05-7026
Product	Sierra Nevada Hazy Little Thing - 6pk/12 fl oz Cans & Sierra Nevada Wild Little Thing - 6pk/12 fl oz Cans
mPlan	2598-TGT-09.27-SierraNevadaHazyandWild-VEE-Teardown

Step 1: Don't Forget to **Clock In** (during your first visit of the day) and then **Check In!** **Make sure your GPS locator is on.** Instructions on page 2.

Step 2: Grab a cart from the backroom. Be sure to use a designated product cart from the backroom.

Step 3: Take note of about how many units of the featured product are remaining. You'll need this information for the mPlan! Don't forget to take a "before" pic!

Step 4: Take the product to the aisle in which it is normally merchandised and stock as much as you can. Work with an FBL to place remaining product in the backroom.

Step 5: Begin completing your mPlan in the ONE by Movista app.

Step 7: Store the cart in a safe place in the backroom and place the "Do Not Discard" sign on the cart. Complete your mPlan.

Step 7: At the end of your last store visit of the day, submit the mileage you drove between stores that day. (Instructions are provided on page 4.)

Step 8: Don't Forget to **Check Out!**
NOTE: Do not clock out until after your last visit is completed for the day.

NOTE: If you're placing a VEE calendar today, instructions can be found on page 7.

See page 5 for details about next week's event. Share this information with your receiving contact and store management as well!



Product Connections, Confidential and Proprietary

Setup Image

This image will show you what the D2D cart you will be tearing down during the event.



Complete the content above before moving on.



D2D Cart Storage

Cart storage is an important component of the teardown project. Work with the FBL, store management, or Receiving manager to identify a location to store the display cart. The cart should be stored in an area out of the way to keep it from being accidentally damaged. When you store the cart, it's important to place the PC Cart Storage sign on the cart so that the Target team knows not to use the D2D cart or store anything on it.

Any time you store the D2D cart, note where you left it and submit a photo of its location in the back room in your mPlan. Please be as specific as possible. Taking apart the D2D cart to store it should be avoided if at all possible. However, if the topper and base are stored separately you will need to provide a picture of each and a detailed description of where each is located.

Teardown Project How-To Video

Select the **play button** on the video below to understand how to remove the product on the D2D Cart and securely store the D2D cart. You are required to watch the entire video before proceeding. You can pause the video as needed to read the instructions provided in the video.

Note - Any references to "One by Movista" or "Movista" are references to the 1Hub Mobile app.

How to Tear Down a D2D Cart



Complete the content above before moving on.

What should you report in your mPlan when you store your D2D cart after the event?



Nothing the D2D cart is just stored in the back.



A general location for the D2D cart and no picture.



A picture of the D2D cart in its storage location and as much detail as possible in the text entry portion.

SUBMIT



Complete the content above before moving on.

Brand Ambassador Roles and Responsibilities

Roles and Responsibilities

Brand Ambassadors are the people that execute events for the VEE program. This includes setting up, merchandising, and tearing down the display. Your role as a Brand Ambassador is vital to our program. Without you, we would not be able to do what we do! In the following sections, we will discuss the duties and responsibilities of a Brand Ambassador.



Congratulations for being a Product Connections Brand Ambassador!

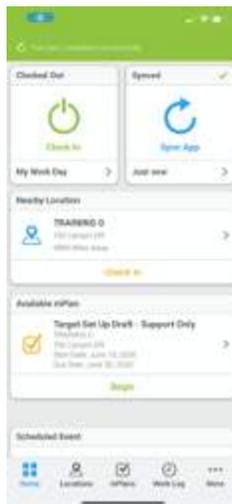
Scheduling and Availability

Because the Brand Ambassador role is so important to the VEE program, you must keep your supervisor updated concerning your schedule. Due to the nature of the program, we must schedule events as far in advance as possible. If you are unable to work any upcoming events, ***you must notify your supervisor at least 2 weeks in advance.***

Handling Multiple Stores

In this role, you could be responsible for multiple stores in your area, so it's important to familiarize yourself with each store's layout and build relationships with store management to drive success.

Please remember, you will have a ***4-hour window to complete your projects*** and if you are assigned to multiple locations, all projects must be completed at all locations within that time window. You will be compensated for your time in-store and mileage between stores.



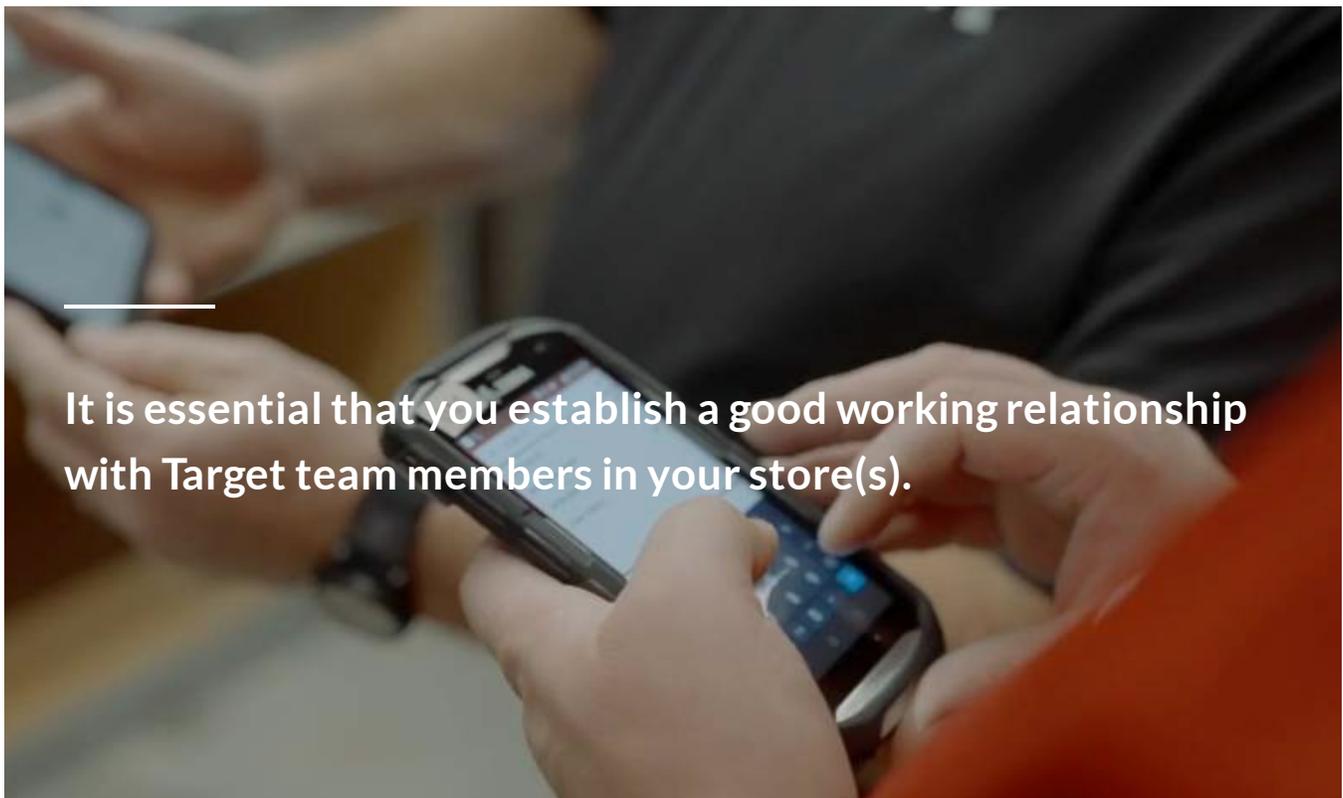
Always check in and out using the ONE by Movista app.

Clocking In

You will need to clock in and check-in as soon as you enter the first store. You will need to remain clocked in for the remainder of your workday, but you will check-in and check-out at each location. This will help ensure the 1Hub Mobile app is keeping accurate mileage information.

Checking-in at each store location will allow you to access your assigned project in the 1Hub Mobile app and any location-specific notifications. You must check out of each location before leaving the store as payroll will be calculated through this time. Mileage will automatically be calculated by the miles you drive between store visits, so you must stay clocked in for this time. You can clock out of the app when you leave your last store for the day.

You will also need to make sure that your GPS locator is on in the 1Hub Mobile app. This will allow for more accurate mileage calculations and time reporting. You can find more details about this in the 1Hub Mobile training.



Starting Right

When conducting your project, positive communication and interaction with the store team will help ensure success. Your main point of contact in-store is the Food and Beverage Leader (FBL). This is the leader in charge of all food and beverage operations. You may also interact with the store director (SD), who is the leader in charge of all store operations.



Always check in with Guest Services.

Building Relationships

Building relationships takes time, effort, and a personal commitment. So, take the time to build a relationship with your store personnel and you'll soon see that you're making a difference!

One very easy way to begin building relationships in your stores is by being professional and friendly. Smiling and simply saying "hello" to every team member you encounter can go a long way.



A smile is the best way to start every relationship.

Professionalism

Target stores are fast-paced and because of this, team members prioritize their work based on daily assignment sheets and immediate business needs. You should assume that most of the workload associated with your project will not be managed by a Target team member.



Target team members have their own prioritized daily assignment sheets and immediate business needs.



Communication

Be sure to answer all phone calls and respond to text messages and/or emails from your supervisor on scheduled work days promptly. It's also important that you address all feedback or areas of opportunities pointed out by your scheduler or supervisor.

Customer Service

If you are approached by a Target Guest, you should make an effort to assist the Guest in the area with product questions or needs, if possible. If you are unable to answer the Guest's request, politely direct them to the nearest Target Team Member.



Dress Code

When executing an event in-store, it's important that you always look your best. Let's review the dress code for Brand Ambassadors. Select each marker in the image below to review dress code requirements.





Mask

If Target requires a face mask, be sure to wear a face mask that fully covers your nose and mouth.

Your mask may not contain any inappropriate or offensive words or patterns.



Shirt

Collared Black and White Gingham.

Collared White Solid.

Collared Black Solid.

Large Logos and Prints are not allowed.



Pants

Black dress pants or professional black denim pants.



Shoes

Black, closed toed shoes.



Complete the content above before moving on.

Show What You Know

It's time to test your knowledge! You must answer all questions and score a 80% in order to successfully complete this course. Good luck!

Question

01/05

What does FBL stand for?

- Forks and Bun Leader
- Front Business Leader
- Food & Beverage Leader
- Free Beer Leader

Question

02/05

You should always attempt to help a Target Guest if they ask for assistance.

True

False

Question

03/05

What are the three types of projects you will execute in the VEE Program? Select all that apply.

Setup

Merchandising

Look Around

Cleanup

Teardown

Question

04/05

What is the minimum amount of product you need to setup the D2D cart?

- 10 cases of beer/seltzer, 16 bottles of wine
- 4 cases of beer/seltzer, 5 bottles of wine
- 14 cases of beer/seltzer, 21 bottles of wine
- 21 cases of beer/seltzer, 21 bottles of win

Question

05/05

When should you clock in and clock out on the 1Hub Mobile app?

- Clock in as soon as you get to the store. Clock out as soon as you leave.
- Clock in when you are setting up the project and clock out when you are done with the project.
- Clock in at your first store and remained clocked in for the duration of your day. Clock out once you are leaving your last store for the day.

Conclusion

Congratulations

You have completed the *Target Adult Beverage Virtual Engagement Experience* course! Please remember to report your training time.

Select **COMPLETE** to exit this course and record your completion in BlueVue.

COMPLETE

If you experience any issues with your completion registering in BlueVue, please submit a RemedyForce ticket under **Applications > BlueVue**. When submitting your ticket, please reference the "*Target Adult Beverage Virtual Engagement Experience*" course, and (if possible) send a screenshot of this screen.

©Copyright WIS International 2022. All rights reserved. WIS International, the WIS International logo, WISard are trademarks or registered trademarks of WIS International in the United States and other countries. All other trade names, products, trademarks or registered trademarks are the property of their respective holders.