

# ADULT BEVERAGE

# FOCUS CALL

FEEDBACK - OPINIONS - COLLABORATION - UPDATES - SUCCESSES

**WELCOME!**

# TARGET AB SAMPLING

## PROJECT SURVEY CHANGES

**Effective September 27<sup>th</sup>**, all the surveys within AMP that you complete for setup, demo, and tear down are being updated to better capture all the data around our Target demos.

- You will start seeing the new survey questions the weekend of 9/27.
- This data is invaluable to ensure that services are being reported correctly and that the best recaps and data can be provided to Target HQ and suppliers.

Thank you for taking the time to complete these surveys for every service!

### Preview Survey

SURVEY PREVIEW  
V2 - VEE-AB Demo

**1. Were you able to demo with either the backup or featured product?  
(IMPORTANT!!! By submitting responses to this survey you are affirming that you have fully reviewed the project instruction manual and that your GPS is on.)**

- Yes, demo with Featured Product
- Yes, demo with backup product
- No, D2D cart is damaged, missing essential parts or not able to be located
- No, Event refused by store
- No, Not enough inventory
- No, Other

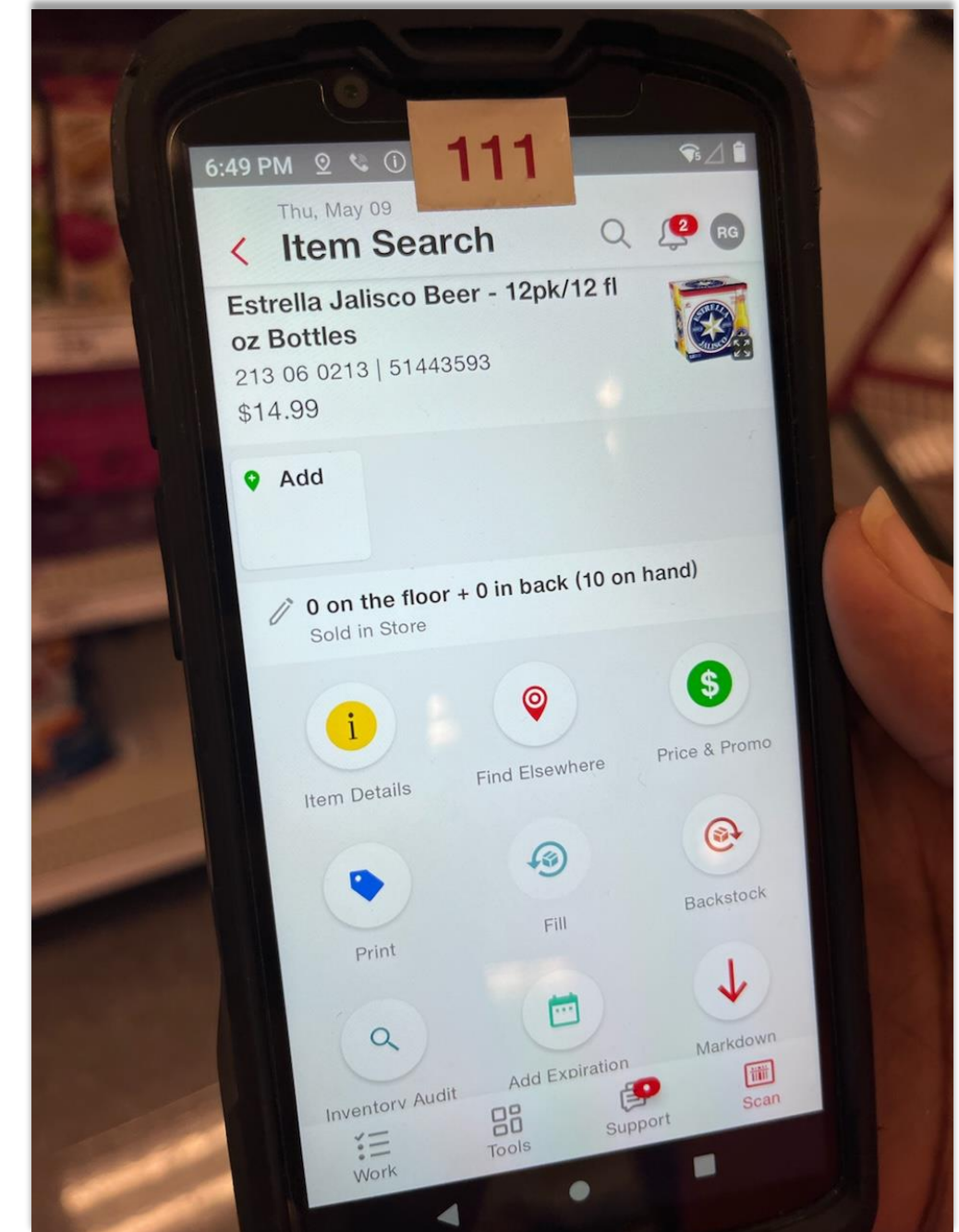
# TARGET AB SAMPLING

## INSUFFICIENT INVENTORY

When you are reporting insufficient inventory or not enough of the featured product and need setup with the backup item:

- Please submit a photo of the Handheld Zebra device showing little or no inventory (pictured on the right) to your assigned mPlan.
- Make sure to check the **featured item** first!

**Reach out to your supervisor if you have any questions or concerns!**



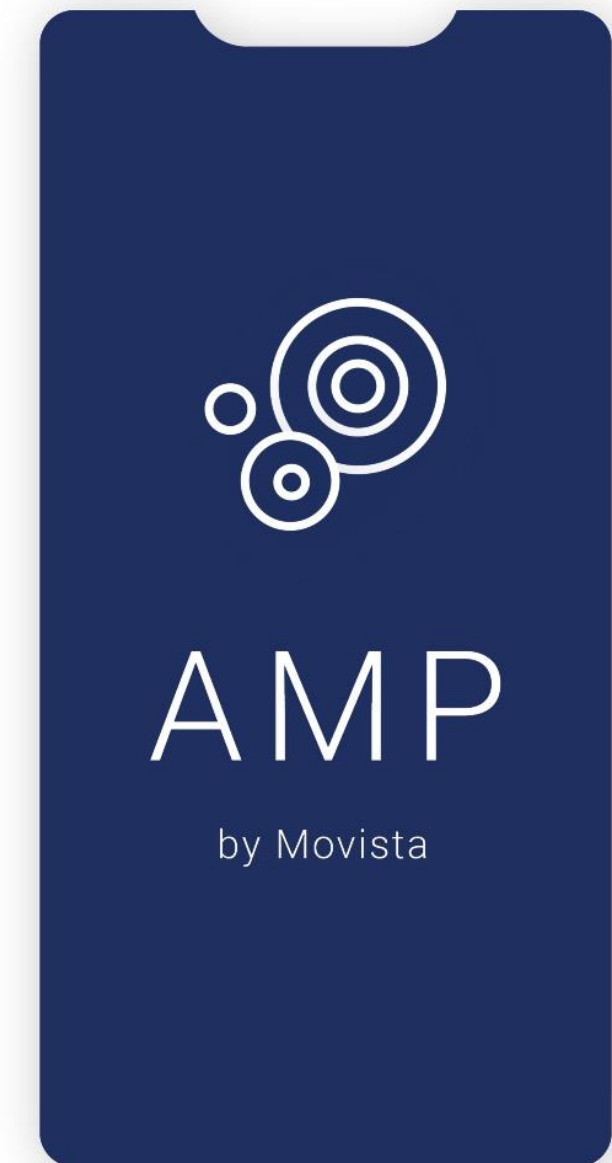
# TARGET AB SAMPLING

## SCHEDULE AND MANUAL REMINDERS

Please double-check your schedule and take time to read the manuals **FOR EACH** store that you are scheduled!

- You can view your schedules up to 2 weeks in advance in AMP Mobile! Log into your AMP Mobile app for your specific store(s) and item information for this weekend's events.
- Every project has a different manual, and you will need to read it before setting up, activating, and tearing down your event.
- If you need assistance or a reminder to check manuals in AMP, please visit the Landing Page for assistance.
- If you accidentally made the wrong purchase and started a demonstration with the incorrect product, please quickly contact your supervisor for further instructions.

Please reach out to your supervisor if you have any questions!





# TARGET AB SAMPLING

## LANDING PAGE TUTORIAL: PERFECT PICTURE GUIDELINES

Today we will show you how to access the Perfect Picture QRG!


- Please don't forget to utilize the Landing Page! The Landing Page is a powerhouse of training videos, essential documents, and resources designed just for you!
- To access the Landing Page, go to: <https://productconnections.com/ba-resources/>

### A few ways to use the Landing Page:

- If you need to approve your mileage between stores
- Need a refresher on AMP
- Want to look at the previous AB Expert series
- Get additional training support

### PRODUCT CONNECTIONS



#### PERFECT PICTURE GUIDELINES



The "perfect" photo includes a clean & complete uniform, name tag, we id sign, sampling supplies, fully stocked featured product & D2D cart price sign, and QR code.



#### DOs

- Take at least one photo at  $\frac{3}{4}$  profile so that we can see the side of the cart.
- Ensure the cart is fully in the frame and not too far away or close.
- An image of you smiling with your display is **always preferred**. Those are the pictures that are often featured in our recaps!



#### DON'Ts

- Submit photos with thumbs covering lens of the camera, Target Guests, Target team members, store carts, etc.
- Ensure the cart is in the frame and not too far away or close.
- No blurry photos or have anything other than the cart in the frame.



# TARGET AB SAMPLING

## AB EXPERT SERIES – CHAMPAGNE POPPIN 101

<https://youtu.be/wymbSOt98dA?si=AJwd25wpuoH5Yzp>

- Remember, you have the best tools at your fingertips with the AB Expert Series!
- These videos are located on the BA Landing Page under the AB Expert Series tile.
- We will continue to provide additional videos and training material to help make of you the best in the category!



# 1 Year Anniversaries

**Sabria Hazard, VA**

**Julia Stone, OR**

**Lasalome McFadden-Gage, IL**

**Kimberly Leon, TX**

**Dalton Phelps, FL**

**Tanesha McPhan-Gibbs, IL**

**Jamel Harris, MN**



# 2 Year Anniversaries

**Teresa Stone, VA**

**Cynthia Lariviere, FL**

**Debbie O'Brien, VA**



# EMPLOYEE OF THE MONTH NOMINEES:

**Robin Lester, FL**

**Carlos Rodriguez, IL**

**Rose Vila, MO**

**Brannon Riley, TX**



# EMPLOYEE OF THE MONTH

**Rose Vila**

September 2024

**THANK YOU**  
**for going the**  
**EXTRA MILE**

BAs nominated will get a prize for going the “extra mile.” These folks go above and beyond in their BA duties!

# THANK YOU!

**Jeanette Nye, MN**

**Kait Howe, IL**

**Benia Joseph, FL**



# PHOTO OF THE MONTH NOMINEES

Beverly Wong, TX



Paulina Pulido, FL



Leon Teekah, FL



Suzanne Hudson, NC



Sabria Hazard, VA





# PHOTO OF THE MONTH WINNER:

**Sabrina Hazard, VA**

- **Clean & Complete Uniform**
- **Name Tag**
- **WE ID Sign**
- **Sampling Supplies**
- **Fully Stocked Featured Product**
- **D2D Cart Price Sign and QR Code**



**Q&A**

**THANK  
YOU!**