

Style Guide

Thanksgiving 2024

Customer Insight



89% of US customers plan to celebrate Thanksgiving in 2024 which is second only to Christmas at 92%.¹

The strong inclination towards celebrating Thanksgiving highlights its significance and enduring tradition within the American culture.



2.5X more people will shop online than in-person. Online shopping has been around forever, but most shoppers (68%) are now shunning the Black Friday experience of shopping in stores (just 27% of all shoppers will visit a store).²

With the significant shift towards online shopping, it's imperative for the website to operate seamlessly.



45% of shoppers will spend over \$100 which is one of the highest spends in the US holiday celebration.¹

Thanksgiving is one of the most financially impactful periods, further solidifying its significance within the retail sector and broader economy.



The Grocery category will have high prominence during Thanksgiving owing to the cultural tradition of preparing a feast for loved ones.¹

REFERENCES

1. <https://www.numerator.com/holiday-trends-consumer-survey/>

2. Sources: <https://www.driverresearch.com/market-research-company-blog/black-friday-holiday-shopping-statistics/>

3. <https://www.drip.com/blog/thanksgiving-marketing-ideas>

Positioning

Creating memorable thanksgiving moments that you can cherish. We've got you covered. We're your ultimate destination for all things cooking and entertaining, ensuring your holiday preparations are seamless. Whether you're settling in for NFL games or scrambling for that perfect Macy's Day Parade attire, **We've got something for everyone.**



pumpkin,
spice
& everything
nice



a whole
lot of
gratitude

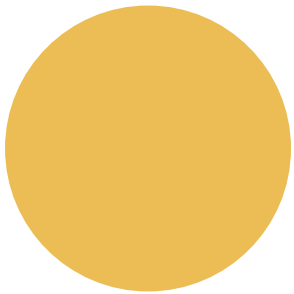


Key categories: food & beverages, home & decor, kitchen & dining.

Visual Identity

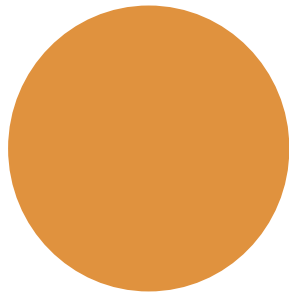
Color palette: Stays true to the fall season but the colors are slightly on the duller side to enhance the imagery and the products and not overpower them.

Note: Do not use any color at 100% for photography backgrounds.



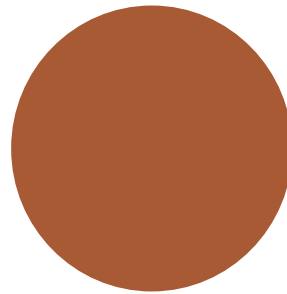
Harvest

HEX: #feb5d5
RGB: 235 189 84
CMYK: 8 25 79 0



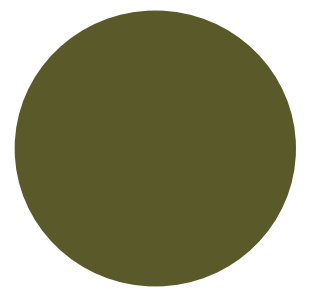
Gratitude

HEX: #de9140
RGB: 222 145 64
CMYK: 11 48 87 0



Paprika

HEX: #a85936
RGB: 168 89 84
CMYK: 26 71 87 15



Olive

HEX: #595929
RGB: 89 89 41
CMYK: 58 47 96 36

Visual Identity

Graphics: Falling leaves symbolize change and transition. Transition from the warmth and abundance of summer to the cooler, more introspective season of fall.

Note: These leaves are to be used in groups of two or more - use sparingly to not overwhelm the product/imagery.



B&W photography: Black and white photography serves the sole purpose of evoking memories of the essence of Thanksgiving celebrations, offering a nostalgic glimpse. These can be used to create a buzz and not to showcase the actual products. The Brand's employees and their families can be featured in these shots, while reliving their favorite thanksgiving memories.

Note: Products are not to be featured in B&W.



Home & Decor



perfect companions



set & serve



Clothing, Shoes & Accessories



Food & Beverage



Digital Mock Up

Home Category
Desktop & Mobile

Storage
& Organisation

Up to
40%
off



Storage &
Organisation

Up to
40%
off



Home
Decor

Up to
40%
off




Home
Decor

Up to
40%
off




Kitchen
& Dining

Up to
40%
off




Kitchen
& Dining

Up to
40%
off




Bathroom
Accessories

Up to
40%
off



Bathroom
accessories

Up to
40%
off



[illegible]

Filter

Sort

Type

Finish

Patio Frame Material

Table Frame Material

Tuble Top Material

Price

Brand

115 results

Pickup

Shop in store

Same Day Delivery

See Shipping

18"x18" Checkerboard Stripe Indoor Outdoor Square Throw Pillow - Navy & Ivory w/ Green Zig Zag Trim

\$24.99
\$4.99 off (\$20.00) [View Deal](#)

When purchased online

Add to cart

2 Wick Glass Jar 15oz Candle - Cinnamon, Vanilla & Orange

\$10.00
\$1.00 off (\$9.00) [View Deal](#)

When purchased online

Add to cart

Artificial Mini Arrangement Potted Plant - Lavender - Threshold®

\$14.99
\$4.99 off (\$10.00) [View Deal](#)

When purchased online

Add to cart

12"x14" Arched Mirror Display Box Black - Threshold®

\$30.00

When purchased online

Add to cart

Downlight Floor Lamp with Shade Black/Tan - Threshold®

\$60.00
\$10.00 off (\$50.00) [View Deal](#)

When purchased online

Add to cart

14"x12" Moody Trees Framed Wall Canvas Board - Threshold®

\$17.20
\$2.20 off (\$15.00) [View Deal](#)

When purchased online

Add to cart

4 Wick Milk Glass Sunbaked Citrus Jar Candle 20 oz Red - Navy & Ivory w/ Red Zig Zag Trim

\$24.99
\$4.99 off (\$20.00) [View Deal](#)

When purchased online

Add to cart

Printed Tin Can 10oz Candle - Opalhouse™ Navy & Ivory

\$10.00
\$1.00 off (\$9.00) [View Deal](#)

When purchased online

Add to cart

OPALHOUSE

A magical new springtime collection by Justina Blakeney.

Natural Woven Decorative Planter Light Brown - Threshold®

\$5.00

When purchased online

Add to cart

Set of 2 12" x 14" Handwritten Artwork Framed Embellished - Threshold®

\$65.20
\$5.20 off (\$60.00) [View Deal](#)

When purchased online

Add to cart

Faux Marble Mix Tails Lamp White - Threshold®

\$59.99
\$9.99 off (\$50.00) [View Deal](#)

When purchased online

Add to cart

Round Marble Decorative Box - Threshold® designed with Blole...

\$20.00

When purchased online

Add to cart

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Gift Ideas for Dad

RAPI OWNED Asian-Chinese Brands at Target

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Investors

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Suppliers

TargetPlus

Find a Store

Drive

Pharmacy

Credit

Made-in-Born Services

Target Order

Target Order+

Target Order Xpress

Registry

Same Day Drive

Order Pickup

Clear Ux

Free 2-Car Pool

Shipping & Free

Home Services

Expert Move, Pay Less.

Beloved Lavender & Chamomile Tea 2-in-1

Beloved Only at 📍

★★★★★ (1)

\$14.99 (\$1.30/bounce)
👉 Spend \$25, get \$5
giftCard on select...
at Mankato

Add to cart ❤️

nuLOOM Gina Lattice Indoor/Outdoor Area Rug

nuLOOM

★★★★★ (25)

🖨️ 🛒 🔄

\$26.99 - \$222.29
reg \$37.00—\$44.00
Sale

When purchased online

Add to cart ❤️

Artificial Leaf Plant - Threshold™

Threshold

★★★★★ (52)

\$3.50 reg \$6.00
Sale

When purchased online

Add to cart ❤️

Oblong Boucle Color Blocked Decorative Pillow

Threshold New at 📍

★★★★★ (5)

🎨 🗂️ 🔄

\$17.00 - \$20.00
Select items on clearance
When purchased online

Add to cart ❤️

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Gift Ideas for Mom

Gift Ideas for Grads

Gift Ideas for Dad

RAPI OWNED

Asian-Owned Brands at...

Gift Ideas

finds

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Expect More. Pay Less.

Thank you