

Creative Brief: TJ Maxx
Challenge #4: The “Overwhelming” Store Experience
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Research Summary

1. Consumer/Target Audience Research

- Target audience is 25-34 year old females who enjoy bargain hunting but don't like the clutter and navigation of TJ Maxx. (<https://retailboss.co/tj-maxx-facts-and-statistics/>)
- 81% of women utilize social media to find brands and value personalization and brand authenticity. (<https://www.theshelf.com>) Consumers also experience cognitive failure after comparing 7-9 similar products. (<https://winsomemarketing.com>)
- Most millennials prefer to shop online than in-store post pandemic. 40% cite the ease of not having to leave home. 29% say they look for brand names when shopping. (<https://www.junglescout.com>)
- Time investment is a huge barrier. For the treasure hunt experience you have to spend a lot of time in store which most consumers don't have. (<https://www.marketplace.org>) The dopamine rush of finding the diamond after searching for so long. (<https://www.marketplace.org>)

2. Competitive/Category Context

- Off price retail is expected to reach 687.7 billion by 2032 and more than 50% of shoppers value price over brand loyalty. (<https://www.verifiedmarketresearch.com>)
- Nordstrom Rack is opening stores rapidly, with over 300 now. (<https://www.costar.com>) Marshalls has a more family focused appeal vs TJ Maxx has a more female catered collection. Online resale such as Depop, ThreadUp, and Poshmark have seen a huge increase in their sales as well. (<https://www.netscribes.com>).
- Fast fashion such as Shein and Uniqlo have seen a 5% increase in popularity while luxury brands have seen a 6% drop. (<https://finance.yahoo.com>)
- Many consumers now shop online for items and there's been a 60% increase in secondhand merchandise such as thrifting. (<https://tricycle.co.id>). Online apparel sales are projected to account for 60% of apparel purchases by 2026. (<https://www.retailconomics.co.uk>)

3. TJ Maxx-Specific Research

- The CEO of TJX says that the treasure hunt is an intentional strategy and wants a customer every ten hangers to be impressed with the cheap prices of the product. They have not addressed the overall clutter of their stores though. (<https://www.businessinsider.com>)
- They have an unleash your style campaign which showcases consumers' individuality. And have an eco sustainable campaign with lines of eco friendly products. (<https://iide.co>)
- Over 21,000 vendors and receive products weekly instead of seasonally. (<https://thestreet.com>)
- Made over 54.2 billion in revenue in the last fiscal year. (<https://www.macrotrends>)

Research Implications:

The research found that TJ Maxx targets predominantly female consumers aged 25–44 who are drawn to bargain treasure hunting, but often reject the clutter, disorganization, and time commitment required in off-price stores. This audience prefers shopping online for most apparel, so the growth of online secondhand platforms such as Poshmark and Depop presents a competitive threat, especially as these platforms offer curated selections and convenience. Conversely, the rapid expansion of Nordstrom Rack demonstrates that female shoppers are still willing to invest time and spend in stores offering quality assortment and clear in-store direction. TJ Maxx is uniquely positioned to transform its cluttered treasure hunt experience into a curated selection of deals, leveraging frequent inventory updates and brand relationships, and redesigning its stores to maintain discovery while minimizing current consumer frustrations.

Strategy Analysis

TJ Maxx needs to recapture quality and brand-conscious female shoppers who have abandoned in-store bargain hunting for curated online and alternative retail options.

For 25-34 year old females looking for quality brands at a discount and the dopamine of a great find, without the mental exhaustion of digging for an item for 40+ minutes in a disorganized store.

In a world where stores like Nordstrom Rack and online retailers are rapidly expanding yearly due to the curated and easy to find assortments.

The problem is TJ Maxx currently causes cognitive fatigue for shoppers after they dig for desired products in a disorganized and tense environment.

However TJ Maxx's large brand following and retailers can be rebranded from treasure hunt to expert curation, keeping the feeling of discovery but limiting the time commitment and overwhelm of in-store shopping.

So we need to maximize organization by incorporating strategic labeling such as New Arrivals or Weekly picks, implementing more staff on the floor, and a QR code to help direct people where items are located.

So that the target audience can enjoy the discovery of treasure hunting and finding deals while remaining in a controlled, preference-based and organized environment they can be comfortable in.

Helping to strengthen TJ Maxx's growth against competitors, while curating a better environment for current and future shoppers leading to brand loyalty and store growth.

GET-WHO-TO-BY Creative Brief

Objective: Enhance in-store organization within TJ Maxx stores while preserving the thrill of discovery, shifting it toward carefully curated finds. Shoppers will be able to discover items more frequently and effectively by the new organization that will be implemented, such as labeling sections, more staff on the floor, QR codes directing customers where to go, etc., within TJ Maxx.

GET: Millennial women who enjoy shopping and enjoy purchasing discounted quality brands but are unwilling to commit over 40 minutes of shopping time.

WHO: Females ages 25-34 tend to be fatigued spending 40+ minutes shopping and comparing items in TJ Maxx causing them to resort to Nordstrom Rack or online retailers where products are easier to find in a timely and effective manner.

TO: The campaign will ignite excitement within their female millennial customers because they will now have easier navigation inside TJ Maxx stores. This will allow them to find products easier while keeping the feeling of discovery while also minimizing the time it takes for their exciting finds.

BY: Improving the organization within TJ Maxx such as adding labels to sections, including more workers to be on the floor guiding and helping shoppers, providing a QR code with product location, can be extremely beneficial for the overall TJ Maxx customer and experience. This will lead to female millennials being more interested in spending their time in TJ Maxx.

Key Insight: We know that female millennials prioritize shopping online over in-person and do not enjoy shopping for 40+ minutes looking for products. Maximizing organization within TJ Maxx's store is crucial for improving customers' experience within the store.

Mandatories: The campaign must maintain TJ Maxx's discovery-driven identity while shifting toward "expert curated" navigation through clear section labeling, QR-code wayfinding, added floor staff, and visuals that emphasize ease and organization. All creative and operational elements must reinforce millennial-focused convenience, preserve TJ Maxx's 40-60% off value promise, and encourage social media traction through a branded hashtag.

Success Metrics: Success will be measured by reducing shopping time by 20-30%, increasing navigation satisfaction by 30%, raising QR engagement to 25-40%, and decreasing cognitive fatigue and walk-aways rates by at least 10-25%. These improvements should drive a 10-15% increase in millennial foot traffic, a 20% lift in brand satisfaction, and a 15-20% increase in positive social engagement.

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