

Target Threshold Transcript

LOGO: THRESHOLD QUALITY & DESIGN

MUSIC: Contemplative, joyful: Up & throughout.

SUPER: Eric
Target Design Team

ERIC: The idea behind Threshold spring collection was the concept of bringing the outside in.

From ERIC, we cut to a fashionable, mid-30s white male (business-suited, pink-shirted) raising his iPhone into frame to photograph a bright-pink flower.

ERIC: (VO) We really wanted to take advantage of the colors, the textures ... and the prints that spring has to offer.

We cut to a C/U of the flower. We cut to a shot from behind the man as he adjusts a setting on his iPhone's camera app and places the iPhone immediately in front of the flower. We cut to a shot of someone (feet-only) in bright-red galoshes watering plants with a stylish, Target-evocative water pot.

SUPER: BULLSEYE #Threshold

We jumpcut to the red galoshes being removed and placed beside the plant stand, then shift to a talking-head shot of LAUREN.

SUPER: Lauren
Target Design Team

LAUREN: It has a lot of sea motifs (VO) and ... watery effects, so it's really creating this relaxing atmosphere.

We see the silhouette of a man on a beach raising his phone to the ocean. We cut to waves crashing into a beach. We cut to a hand painting an 8 x 11 canvas with dark yellow, then to a pillow of the same yellow shade being placed on a couch, next to a side table upon which knick-knacks appear in jump cuts.

SUPER: BULLSEYE #Threshold

TIM: (VO) We focused on the idea of ...

TIM appears on-screen in talking-head mode.

SUPER: Tim
Target Design Team

TIM: ... blooming, and flowers: earthy colors grounding it with a lot of kind of brighter-colored accents.

Underneath TIM's VO, we see two happy women painting together, with C/U shots of their hands working. We then cut to a group of people walking in the blurry background of a shot of a just-budding tree. It's the THRESHOLD team. We cut to ERIC (from behind) photographing a swampy river from a bridge, then to ERIC examining someone's iPhone and nodding authoritatively.

ERIC: We have the honor of scouring the globe, and really finding inspiration wherever we can.

LOGO: BULLSEYE®

Fade to black.