

Mobile GC_Give_2000k--2997-ABS

Upbeat music plays.

ON SCREEN TEXT: Mobile GiftCards

A hand holding a smartphone appears. The screen displays a reminder.

ON SCREEN TEXT: REMINDERS
 Nora's Birthday
 Today!

ON SCREEN TEXT: Need to send the right gift...
 right now?

ON SCREEN TEXT: Save a GiftCard,
 then send it to their phone.

A hand holds a smartphone with the Target GiftCards app. A finger selects the "Give a GiftCard" button. The screen displays a message box reading, "Happy Birthday Nora!" The finger selects the "Send" button.

The red "Send" button flies off the phone screen and away.

ON SCREEN TEXT: A text announces
 your surprise.

A text message flies through the air and lands on the smartphone's screen. It reads, "Nora, View your Target GiftCard." The finger selects the message, and the screen changes to the "GiftCard Details" screen, which reveals a balance and other information about the gift card. The finger selects "Save a GiftCard."

ON SCREEN TEXT: Bonus: they can call you
 to say "thanks."

The hand holding a smartphone appears. A list of contacts under the letter "M" appears on the screen. The finger taps "Mom."

The Target Bullseye appears.

ON SCREEN TEXT: Get started at Target.com/gc
 on your mobile phone.
 Standard message and data charge may apply.
 Terms and conditions apply to GiftCards.