

A strategy for launching into an established market

The Background

Target Sports had been making product for the top flight dart brands for many years. The decision was taken to launch their own branded product. The challenge was to achieve this objective without jeopardising relationships with established customers.

Our approach

We formulated a plan with Target to enter the market by producing some of the most expensive darts produced commercially. By not competing on price customers would not feel threatened. The gift market and 'the choice for the guy or girl who has everything' was the starting point.

We developed three distinct ranges – Precision, when only the best is good enough; Sport, for the younger market and TO.1, for the traditional player that appreciates a great thing when they see it.

Brand evaluation and definition

By differentiating between these ranges we were able to market to specific demographics and convey the brand values of Target Sports.

The outcome

Target are now a major player and regularly feature their star names, and darts in the world championships.



Phil 'The Power' Taylor



P R E C I S I O N

The PRECISION from Target is the finest example of British engineering and technology in the game of darts. State-of-the-art multi-axis manufacturing, innovative tooling, pure British made 90% Tungsten, exclusive design and quality assurance including precise match weighing means that when you hold these Target darts you can be sure no other dart is specified and produced to this precision.

90% Tungsten Soft Tip weights: 16g-20g Steel Tip weights: 22g-28g

Titanium Nitride's unique properties make it the only solution for extreme applications such as Turbine Jet Aviation. With Titanium Nitride coating not only do you benefit from the stylish gold finish but the coating has an extremely high hardness increasing the life of the barrel and maximising exceptional grip.

For further details on packaging and content options please turn to the back page.