

QDAF0013171 Made to Matter Anthem

Five line-drawn people stand against a white background. They hold up a pair of large green rectangular signs with white lettering

ON SCREEN TEXT: BETTER CHOICES
 FOR ALL

FEMALE ANNOUNCER: Everyone deserves better choices...

Line drawn characters move across the screen, a baby crawls, following a little dog. Both stop and his parents who hand them each snacks from their grocery bag.

ANNOUNCER: Better choices... big and small... more often.

A woman in a hat rides her bicycle past a man with a surfboard, her hat blows off

ANNOUNCER: Better choices for all that our families taste, smell, touch and see

A woman with flowing black hair watches two people play Frisbee and a soccer girl balances a ball on her knees. A man puts his surfboard on top of his car.

ANNOUNCER: Better choices for our world.

Another man carries a basket of laundry past a family planting a flower in the dirt.

ANNOUNCER: Because choosing better, just feels better.

Three people jog through the scene, past a woman doing yoga. She reaches up and grabs a green logo with "made to matter handpicked by Target"

ANNOUNCER: So here's to putting better choices in more places.

Various line-drawn animated characters hold the "made to matter handpicked by Target" logo.

ANNOUNCER: And making better choices something everyone can afford to get behind.

A line drawn woman stands in the middle of the screen. He holds a green circular sign with a thin white border, white lettering, next to her, two children hold and a small red Target Bullseye logo.

ANNOUNCER: Shop the made to matter collection, in store and online, only at Target.

A collection of 31 product logos appears on the screen.