

**b.**

# Targus x big group

A journey into the unknown

big group®





# Targus®



Targus®



# Targus®

By establishing a Sustainability Roadmap to 2025, we build annual goals, monitor our progress and share best practices with transparency and mutual accountability throughout the organization.



Targus®



# Targus®

4 million plastic bottles diverted from landfill and our oceans

Innovative products with biodegradable materials

Lifetime warranty with less than 1% return rate

Zero hazardous substances – RoHS compliant



Targus®



# Targus®

Targus is on a mission to recycle more plastic than any other bag manufacturer. Post-consumer plastic and biodegradable materials make up everything from the bag lining to the body and trim, without compromising our quality.

eco/smart  
TECHNOLOGY



Targus



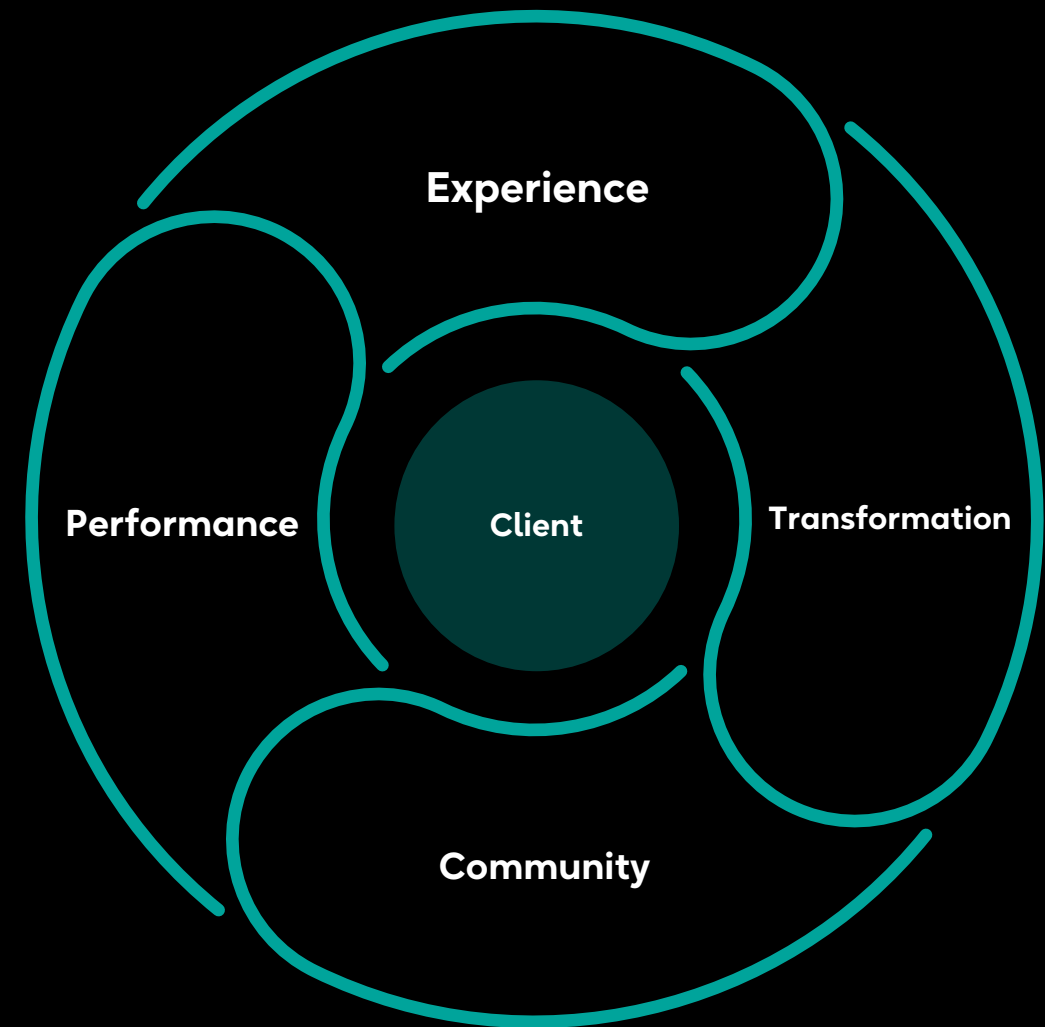
big group®



# big group<sup>®</sup>

We're Big Group - an independent, integrated agency. 170+ people, with offices in the UK and Europe.

We have a strong retail division and background but it's just part of a wider integrated offering.





# proactive collaboration a story of success







end of life solutions  
taking responsibility



# end of life solutions

Installed on every individual fixture

Method of disposal advise

Data and sustainability reporting



Targus®





# virtual store & mixed reality experiences





41 sessions held  
224 customer sign ups  
2 tonnes of CO2e avoided\*



*"You've definitely one-upped teams, that's for sure!"*

– Nick, John Lewis

*"Thoroughly unique."*

– Joanne, PFH

*"Can I stay all day?"*

– Barry, Microwarehouse

*"This is so cool, so much better than just sitting through a presentation."*

– Lukas, Smarty



# retail product packaging an accidental project



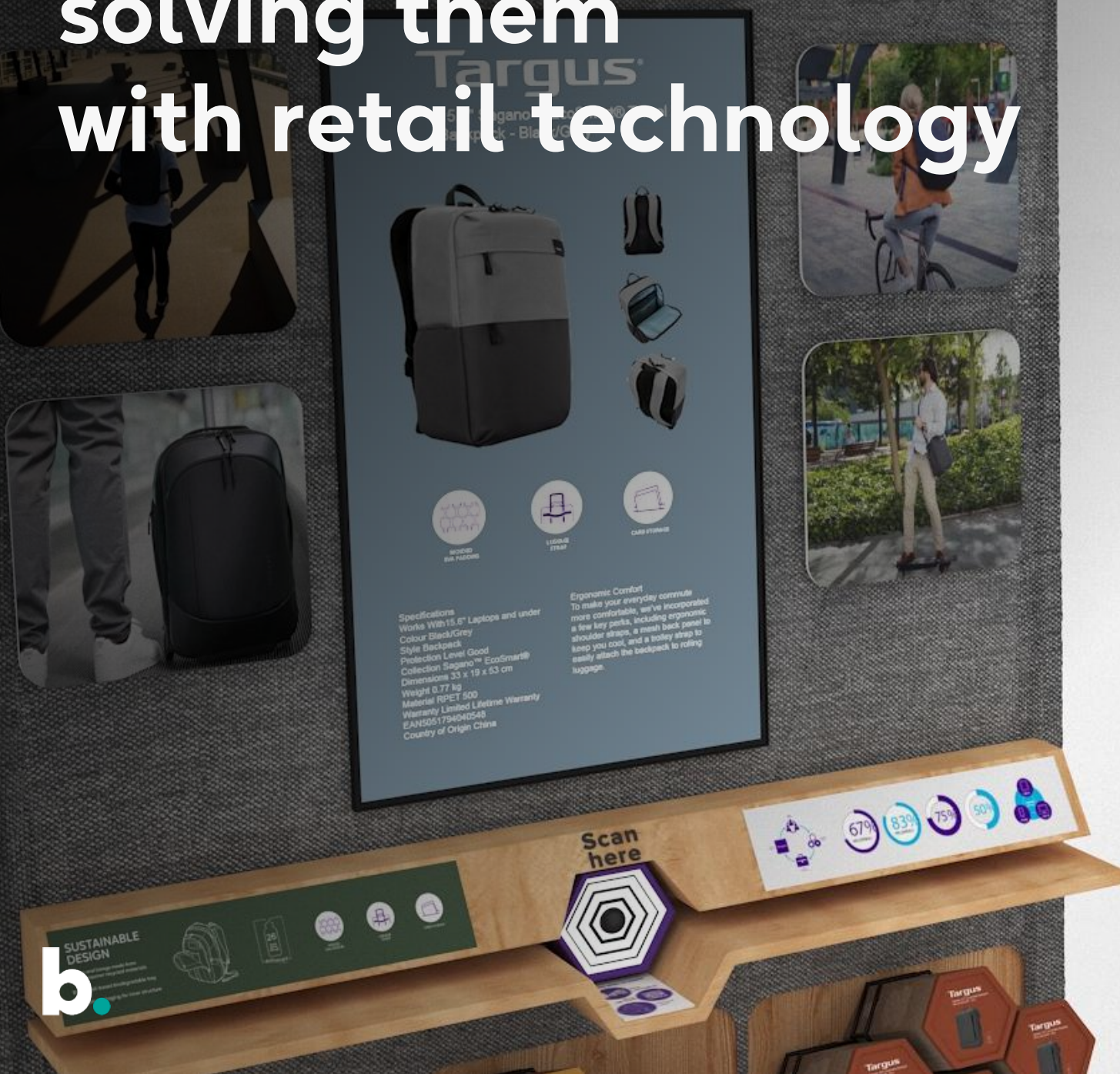


new challenges to solve



# Targus®

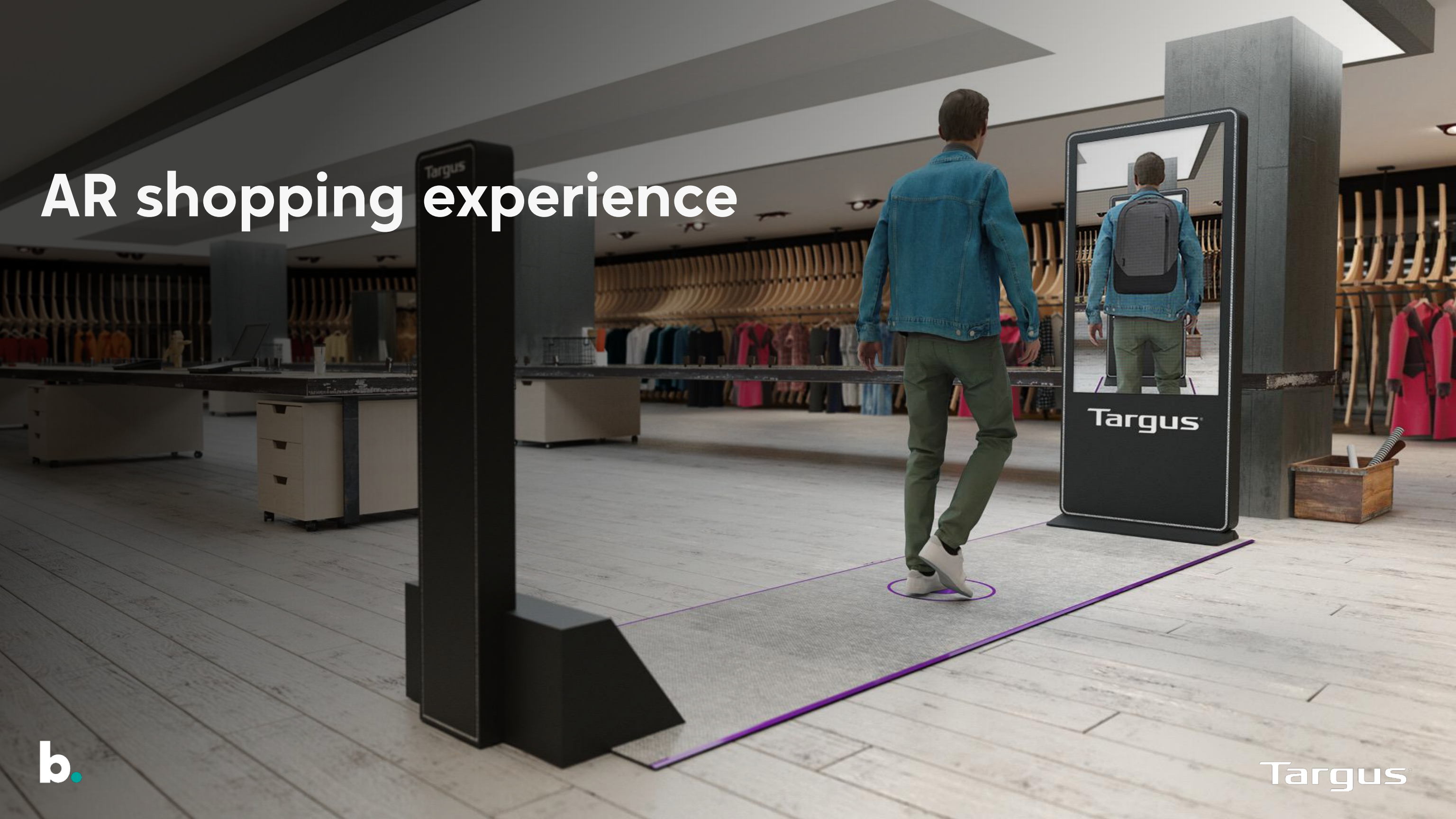
## solving them with retail technology



Targus®



# AR shopping experience





# AR shopping experience

Reduces shopfloor stock

Allows D2C potential

Increases brand and category CX





**what next?**  
**we don't know**  
**but it's good to talk...**









**big group<sup>®</sup>**