



PROJECT BOOK

TRADER JOE'S

Great food. Great prices. Great people.



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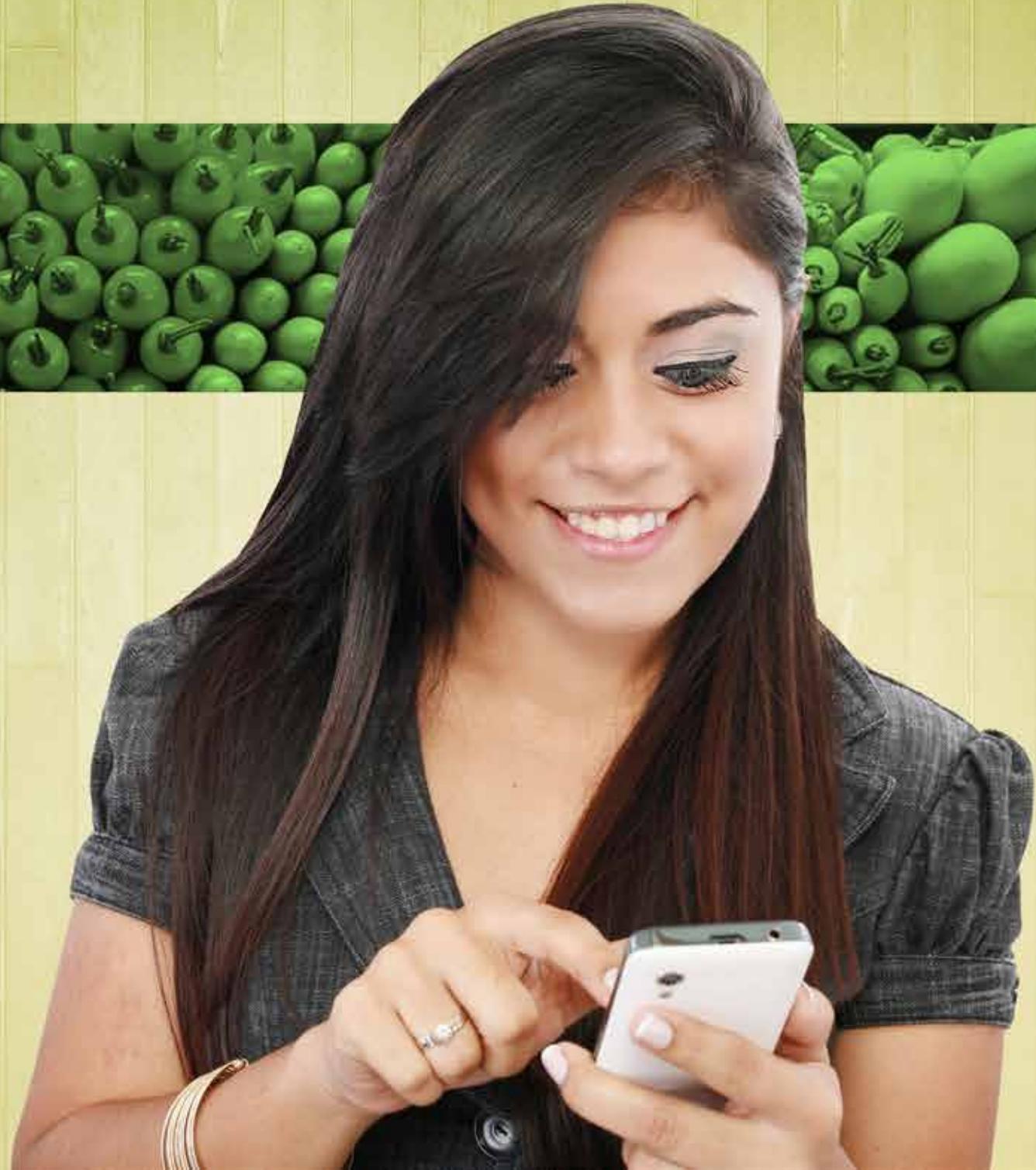
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RESEARCH
& STRATEGY



1.0 RESEARCH & STRATEGY

- 1.1 ABSTRACT
- 1.2 COMPANY OVERVIEW
- 1.3 TARGET AUDIENCE/PERSONAS
- 1.4 SWOT ANALYSIS
- 1.5 CREATIVE BRIEF



RESEARCH
& STRATEGY

1.1 ABSTRACT

Visualize a store...a grocery store, where there are never any official sales. Now, continue that vision with knowing the reason no sales are implemented is due to the fact that prices are always competitive. This was a part of the vision that founding father, Joe Coulombe had in mind before the complete idea of what we now know as Trader Joe's even came into fruition.

The analysis of Trader Joe's provided knowledge of how the grocery retailer was birthed and the evolutionary marketing paths that it has taken to make it what we know it to be today. In addition, information will be shared regarding the approaches that were taken in understanding the

original target audience; we will explore modern adjustments that have taken place and carries on likewise principles to the current consumer market.

We will learn how longevity and loyal relationships have been established between the company, its consumers and employees as well.

Futuristically, we will look forward at things such as how promoting the company's house brands and making contemporary adjustments to items such as the company logo and mobile app can effectively continue the grow the initial seed that was planted decades ago.

1.2 COMPANY OVERVIEW

It is common for the average company to have the need to adjust during different eras as they continue to find ways to not only strive against their competitors, but also against trends and the hands of time. Trader Joe's, who began in the greater Los Angeles area in 1958 via its founder Joe Coulombe, has managed to do fairly well with surviving these eras with its uncommon philosophies and strategic choices like intentionally adding more locations at a very slow pace. This paper will show and explain how the evolution and triumphs of Trader Joe's marketing techniques can be modified without challenging the transmission of the company's historical beliefs and unorthodox traditions. These aspects of marketing have morphed over its 56 years of existence from its days as a group of convenience stores with a Tiki culture craze of the 1950's and 1960's as "Pronto Markets" to what we have grown to now know as present day Trader Joe's.



COMPANY OVERVIEW (CONT'D)

American entrepreneur Joe Coulombe was born Joseph Hardin Coulombe on June 3, 1930 in San Diego, CA. He is a graduate of Stanford Business School and a member of the American collegiate social fraternity for men, Alpha Kappa Lambda. In 1954,

Coulombe had completed his educational journey by earning his MBA and was able to join the company Rexall four years later. There, he was asked to develop a test launch of a store brand to compete with 7-Eleven. Thus Pronto Markets were born...six to be exact. Apparently, the drugstore chain had a change of heart or wanted to go in a different direction.

Ultimately, Joe's first marketing plan included targeting those who were then the over educated and underpaid children that were birthed out of the Great Depression thirty years earlier. His goal was to simply offer them something different. In 1970, the 747 airplanes models went into operation and greatly reduced the cost of foreign travel. According to Joe, "...this gave us the idea of the name, Trader Joe's, to evoke images of the South Seas" (Entrepreneur Magazine, 2012). Not only did this influence the name chosen for the grocery retailer, but it also played a part in the store's atmosphere, the employee titles and even how they are required to dress. "In those days, getting to Hawaii on a 4 engine DC6 was forever and don't even think

about Tahiti...and that is why to this day, the employees wear Hawaiian shirts and the managers are called captains" (Entrepreneur Magazine, 2012). Not only do all store sport the South Seas motif, but new & special items are also advertised via chalkboards. Stores are intentionally smaller in square footage to convey more of a comfy, cozy and intimate atmosphere. Bells were even implemented as a form of communication. One bell means to open a new lane, two means there are additional questions to be answered and three is to alert managers that they are needed. These are just a few things that add to the shopping adventure at Trader Joe's.



1.3 TARGET AUDIENCE

The target audience for Trader Joe's includes men and women living in the United States whose ages range from 20 - 60. The average income spans from \$35,000 - \$60,000 of recent college grads, singles, young couples, families with children and seasoned adults just to name a few. The millennial generation has been especially targeted as well.

Within these demographics, you will find people who are ecologically conscious, people who are seeking to eat healthy, vegetarians, vegans and eaters seeking kosher items. Most of these consumers consist of people who live within a 50 mile radius of Trader Joe's locations.



RESEARCH
& STRATEGY

1.3 PERSONAS

Personas, which are fictional characters, are created as a representation of people who are considered a part of the campaign's target

audience. For this campaign, they are utilized to help consider the goals, needs and limitations of

brand buyers to formulate decisions regarding featured services and products.

MEET BENJAMIN



Benjamin currently resides in the inner city Atlanta, Georgia area. He also graduated 2 years ago with a Bachelor of Science degree in Computer Information Systems from the University of Georgia in Athens. He graduated in the top 25% of his class, was a member of a fraternity and a socialite as well.

When he's not working, Benjamin likes to exercise and take runs in the park with his Golden Retriever, Diego. He also volunteers as a part of the mentoring program with

Big Brothers & Big Sisters of Metro Atlanta in addition to participating with the Adopt a Highway program with the Alumni Association of his college fraternity.

Ben likes to have fun too! He likes to hang out to network and party with friends on the weekends.

MEET AMY



Amy Nguyen is originally from Jakarta, Indonesia and is married to her husband Nikom, who was born and raised in Bangkok, Thailand. Amy has worked in the dental profession for 21 years. They relocated to the United States to further their education. They currently reside in San Diego, CA and have two children. Their son Kasem is 16 and their daughter Nadia is 13. They have 2 cats, Rocky and Sheba.

Amy and Nikom both volunteer as a part of the Room in the Inn program at their church, which provides meals and a place to sleep for the homeless in the inner city area.

Date nights with Nikom are a custom and family nights are a part of the Nguyen tradition as well. She always manages to adjust her schedule to attend Kasem's basketball games and Nadia's dance recitals. Amy also enjoys being domestic and loves to cook for her family and entertain friends. She is a part of a women's social group that shares cooking and fashion tips and has frequent sisterly outings. She is a lover of fine art and classical music and is always searching for various versions of art showings to attend for her enjoyment.

1.4 SWOT ANALYSIS

STRENGTHS

- Sells unique/interesting products!
- Competitive prices!
- Sells in limited quantities

WEAKNESSES

- Lack of promotional outlets!
- Does not offer coupons, discounts or gift cards!
- Privately owned

OPPORTUNITIES

- Expand media presence!
- Brand other Trader Joe's initiatives!
- Add media promo focus on limited sold items

THREATS

- Larger companies with more locations!
- Competitors with media campaigns!
- Retailers with consistent items features



1.5 CREATIVE BRIEF

UNIQUE SELLING PROPOSITION

The idea behind the marketing campaign for Trader Joe's would mainly be to capitalize on some of the unique and non-traditional ways they have chosen to market their brand. Bringing brand awareness to many of these items can be promoted from the consumer perspective as well.

TARGET AUDIENCE

- Millennial Generation, ages 20-60
- Income levels from 35K - 60K
- Ecologically conscious people
- People seeking to eat healthy, vegetarians, vegans, etc.
- Consumers and potentials who live within a 50 miles radius of each store location as well as travelers

TAGLINE

Great food. Great prices. Great people.

THE "BIG IDEA"

Trader Joe's has branded and marketed itself in many opposite and non-traditional ways in comparison to its competitors. Tactics such as putting more of a focus on items being sold for a limited time or even promoting their uniqueness regarding where certain products are from can act as an equivalent to "a sale" without having anything to do with the pricing itself. This would also subdue the idea of them not offering coupons, rewards/discounts, memberships or gift cards. Overall, the idea of this would allow them to not only keep the stability of the returning consumer market they have already build and stand the chance to only expand it.





CREATIVE
DEVELOPMENT



2.0 CREATIVE DEVELOPMENT

- 2.1 MOODBOARD
- 2.2 THE COMPETITION
- 2.3 LOGO USAGE & SPACING

2.1 MOODBOARD

The moodboard was developed to act as a key component for the beginning stages of the official campaign development. The images shown are utilized to give an convey the mood in addition to the look and feel of the campaign to someone who may be unfamiliar.

Using moodboards are also a great way measure the look and feel of the design as the development process continues.



CREATIVE
DEVELOPMENT



2.2 THE COMPETITION



Industry Ranking:

Ranked #36 in The Temkin's 2013 Best Retail (Customer Service)

Similarities to Competitors:

- Seeks to be the top food source in the grocery industry!
- Has a strong commitment to all of their partners!
- Committed to creating a planet of healthy eating beings!

Differences from Competitors:!

- Offers on the spot tasting of foods to consumers!
- The nation's largest organic and natural grocer!
- Known as being more expensive than other retailers!

Onliness Statement (USP):

Whole Foods Market has 373 stores that promote and believe in creating a healthy eating planet for their consumers and community involvement in the U.S., Canada and the United Kingdom.



Industry Ranking:

Ranked #1 in The Temkin's 2013 Best Retail (Customer Service)

Similarities to Competitors:

- Great promotional push on their store brand!
- Vision of being the premier quality food retailer in the world!
- Strives to keep store brand products prices lower

Differences from Competitors:!

- Developed Publix Sabor (for Hispanic influence)
- Has a department in their corporate offices that specifically focus on real estate.
- Annually supports five organizations in companywide campaigns

Onliness Statement (USP):

Publix is one of the largest employee owned supermarket chains that cater to consumers in the southeastern part of the U.S. with an eco-savvy approach during an era when consumers support having a greener environment.



Industry Ranking:

Ranked #20 in The Temkin's 2013 Best Retail (Customer Service)!

Similarities to Competitors:

- Pushes their store brand promotions to the fore front!
- Lives via their core values!
- Contributes food and funds annually to hunger relief!

Differences from Competitors:!

- The largest cumulative donor in USO history
- Kroger has developed a "Zero Waste" program!
- Operates more than just grocery stores!

Onliness Statement (USP):

Kroger is a grocery retailer that began in 1883 in Cincinnati, OH that has grown to have multiple brands for consumers of all ages and ethnicities in the United States.





2.3 LOGO USAGE & SPACING

The importance of proper sizing and positioning of the logo for optimum legibility is specified below. This is important to follow to protect the integrity and consistency of the brand. The logo is always to be used in clear areas and not overlapping busy textures or backgrounds that may compete with or jeopardize its clarity.

LOGO BLACK & WHITE



Great food. Great prices. Great people.



Great food. Great prices. Great people.

PREVIOUS LOGO



LOGO FULL COLOR



Great food. Great prices. Great people.



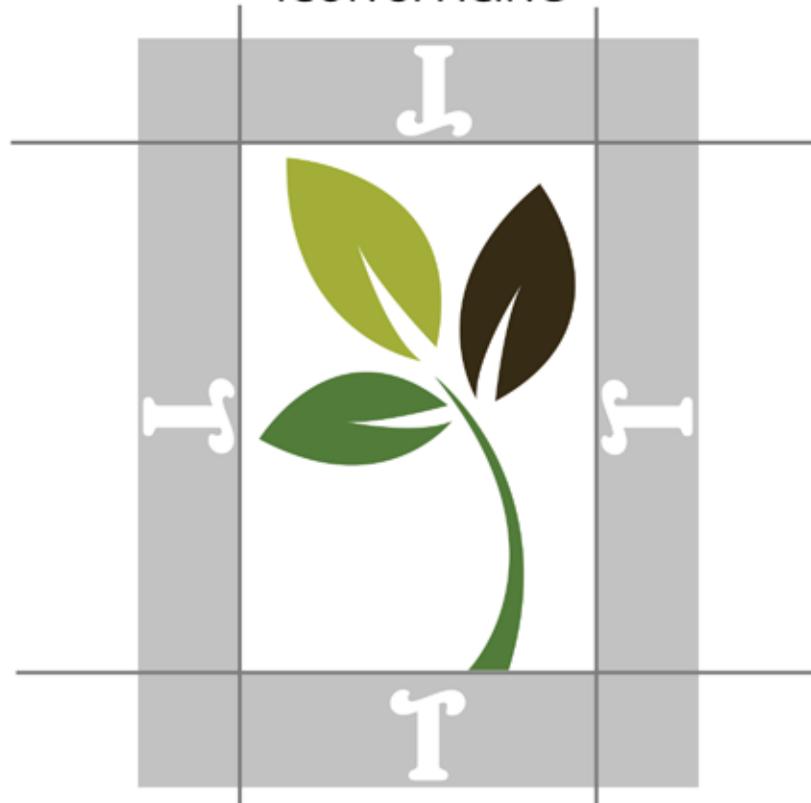
TRADER JOE'S



SIGNATURE SPACING



ICON SPACING



ACCEPTABLE SINGLE COLOR LOGOS



UNACCEPTABLES





STYLE GUIDE



3.0 STYLE GUIDE

- 3.1 TYPOGRAPHY
- 3.2 COLOR PALETTE
- 3.3 TEXTURES
- 3.4 IMAGE SELECTIONS

3.1 TYPOGRAPHY

HEADLINE - BELSHAW

SUBHEAD - CAMBRIA

BODY - MYRIAD PRO

abcdefghijklmnopqrstuvwxy

1234567890



3.1 COLOR PALETTE



CMYK - C:58 M:62 Y:85 K:68
RGB - R:54 G:43 B:20
HEX #362B14



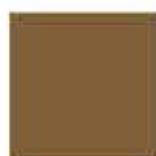
CMYK - C:21 M:97 Y:90 K:12
RGB - R:178 G:41 B:46
HEX #9F333B



CMYK - C:13 M:73 Y:100 K:2
RGB - R:211 G:99 B:33
HEX #D36323



CMYK - C:41 M:19 Y:100 K:1
RGB - R:163 G:174 B:56
HEX #A3AE38



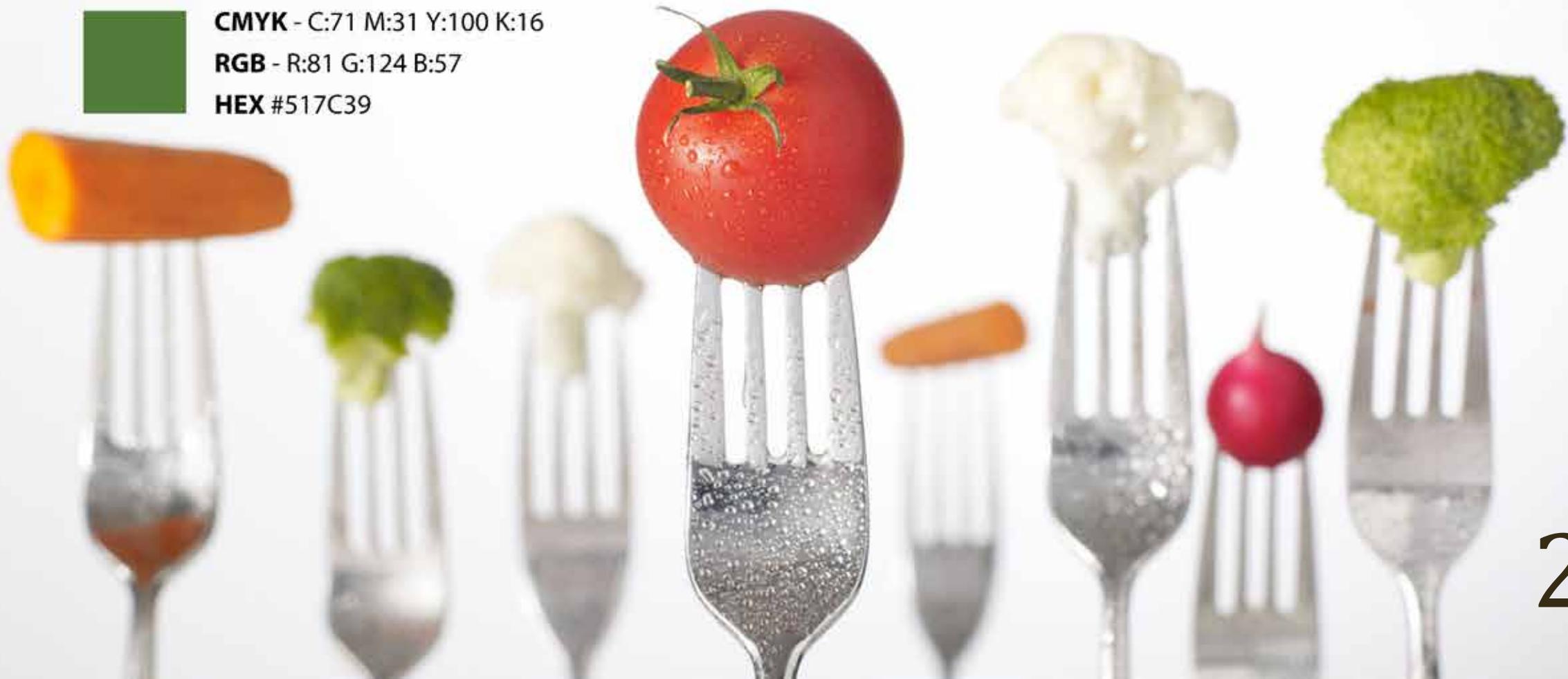
CMYK - C:41 M:55 Y:83 K:26
RGB - R:127 G:96 B:57
HEX #806035



CMYK - C:7 M:36 Y:47 K:0
RGB - R:233 G:171 B:135
HEX #E9AB86



CMYK - C:71 M:31 Y:100 K:16
RGB - R:81 G:124 B:57
HEX #517C39



3.2 TEXTURES

Texture selections are based on the look and feel that the brand is to convey. In addition to the color palette, the chosen textures allow the viewer to relate to atmosphere of shopping in a Trader Joe's location. They are also

neutral and expand across all age groups, across genders and ethnicities.

The chosen texture for Trader Joe's are rustic concrete, hardwood & stainless steel

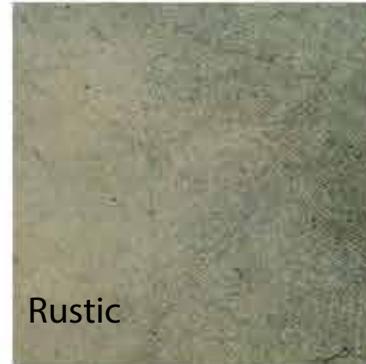
3.3 IMAGE SELECTIONS

The best way to engage the attention of consumers is to utilize images that they can best relate to. The usage of imagery and textures is also yet another way to extend the look and feel of a brand in addition to offering consistency.

Photographs in this case will offer shoppers and potentials to imagine

themselves, family and friends in the same situations within the messages that the images seek to convey. This also can keep them interested in addition to acting as an extension of the brand by communicating the brand's message. Images must be carefully selected, colorful and of high quality.

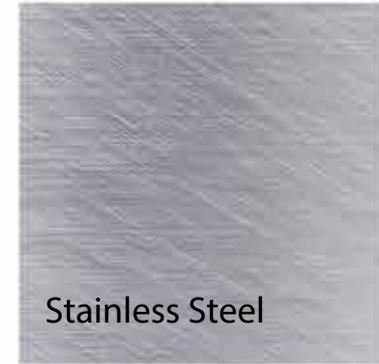
ORGANIC



Rustic



Hardwood



Stainless Steel







DESIGN SOLUTIONS



4.0 DESIGN SOLUTIONS

- 4.1 PRINT MEDIA
- 4.2 WEBSITE/ VOICE & TONE
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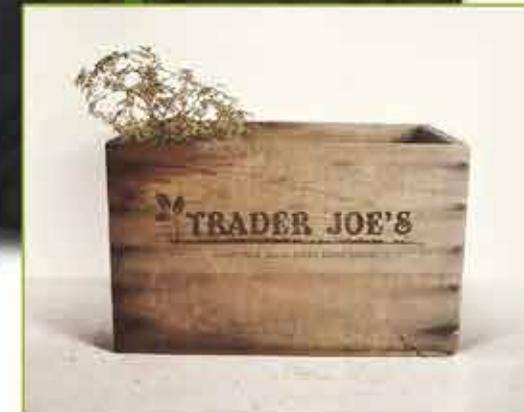
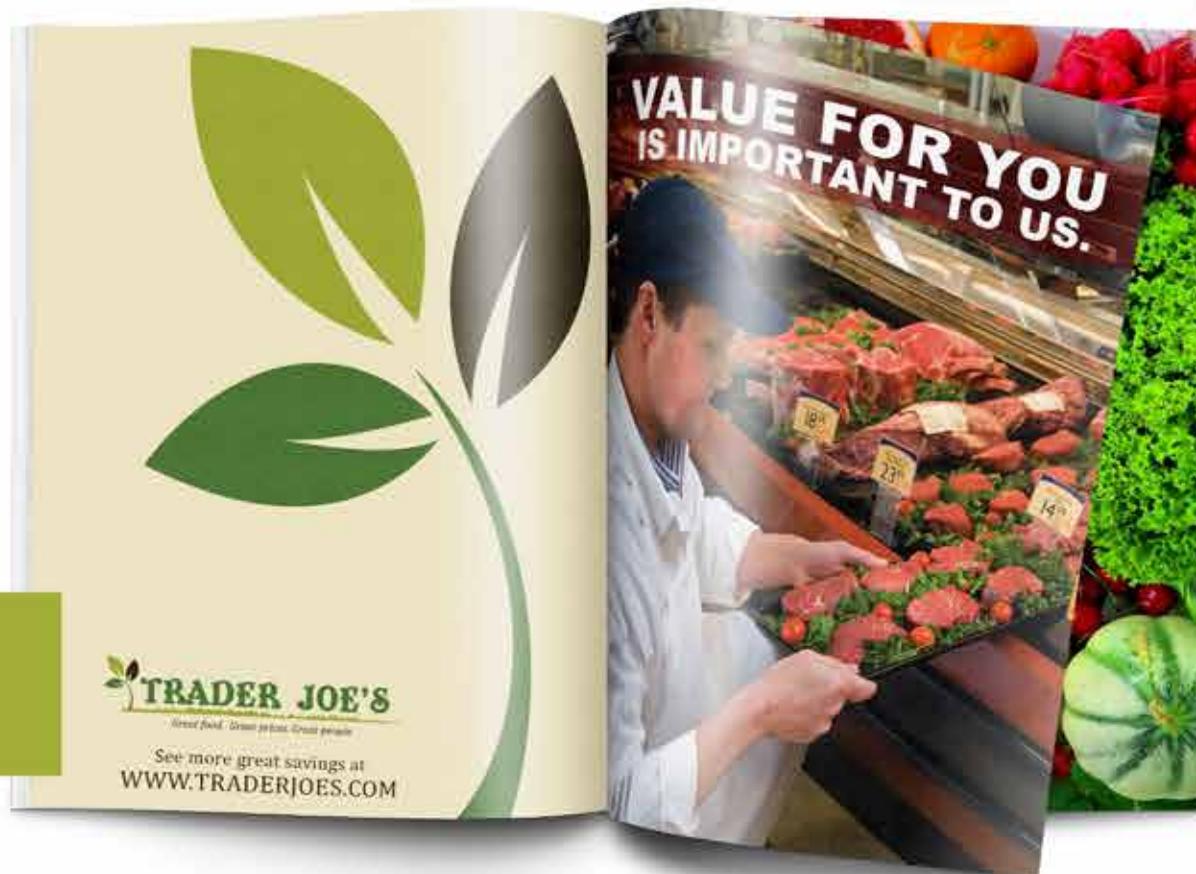
4.1 PRINT MEDIA

Print media includes magazine ads. Depending on the type of publication chosen, most magazines will tend to have a longer life span than that of a newspaper or sales paper.

Billboards would be used as well. The imagery and small bits of content used can be just as effective

as magazine ads in addition to customized placements where ever they may be the most effective.

Merchandise items such a t-shirts, polo shirts, caps, coffee mugs and other items are also beneficial. These allow the consumer to get involved and advertise on your behalf.



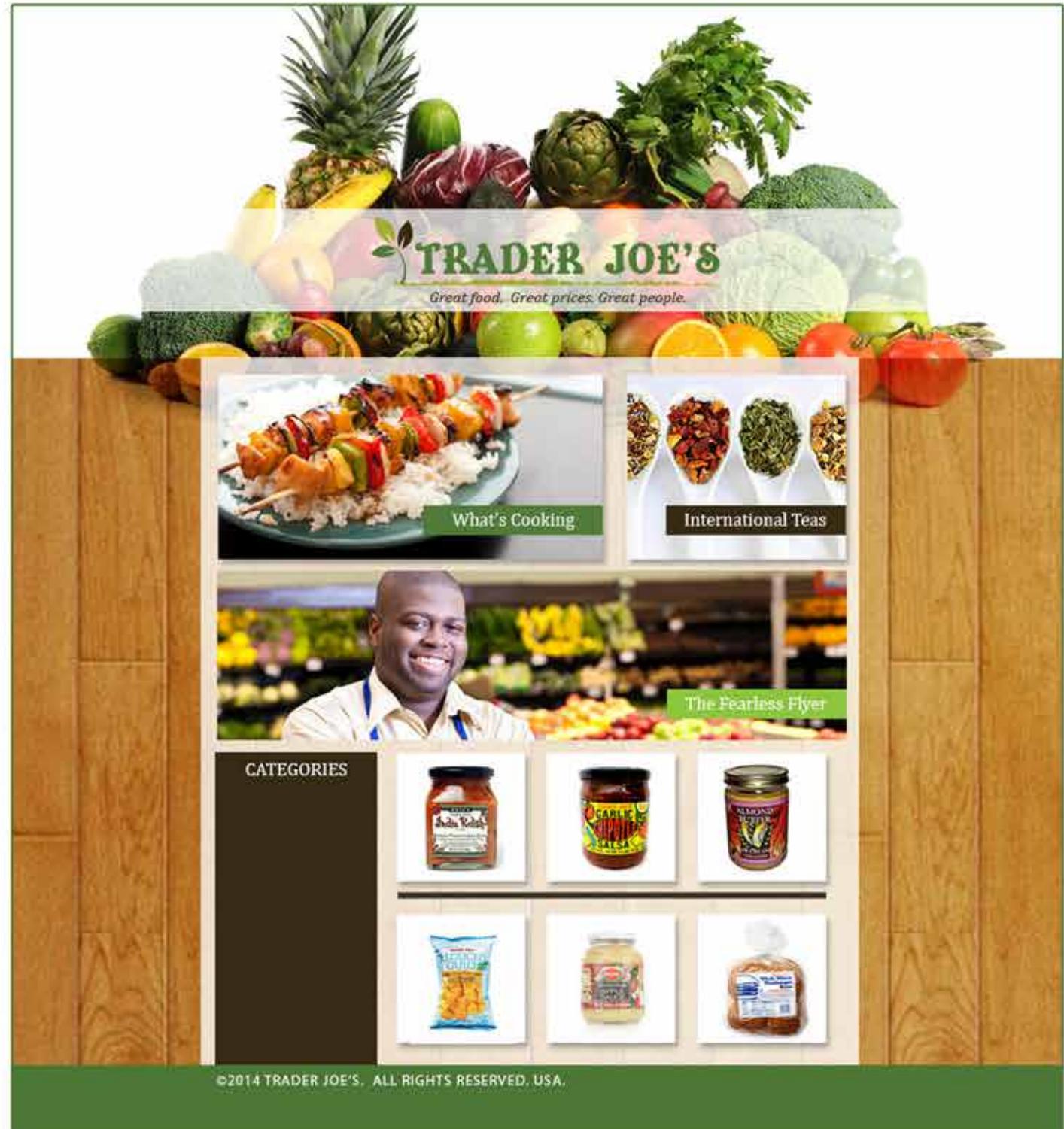


4.2 WEBSITE

The website would offer consumers easy access to product information that would consist of prices and nutritional information to name a few. It would also connect to Vimeo and Youtube subscriptions would be an option to view select dishes made by the finest chefs while following recipes that use all Trader Joe's items. They would feature items from the "What's Cooking?" and would be accessible via the website and the mobile app as well. Small snippets would be featured on Instagram as an alternative. The music used within the videos would echo the same soothing sounds used for radio commercials as well. This would allow the consumer to have another dynamic brand item relate to by association of multiple usage

VOICE & TONE

The voice of the campaign should be relaxing and soothing with subtle peeks of energetic tones.



4.4 GUERILLA MARKETING



DESIGN SOLUTIONS

LEFT: Trader Joe's Vehicle Wrap: The chosen cars would be electric Volkswagon Beetles. Using this tactic would allow for thousands of daily impressions and increased exposure.

BELOW: Trader Joe's Selfie Marketing Campaign: This fun marketing tactic

would allow consumers to get involved while spreading the word about Trader Joe's and granting exposure to the brand from the consumer perspective.

RIGHT: Infographic: It tells the overall story of the campaign from conception to completion in a summarized manner.



The Origin of Grocery Retailing with TRADER JOE'S

01 INTRO Started in 1977 by Joe Coulombe, Trader Joe's began as a convenience store, but quickly registered to a novel design for adventurous grocery shoppers. It was comprised of 37 stores in the western California area. Its primary focus, affordable food products were introduced as the number of stores grew to 25. The combination of innovative products and a service-oriented culture has created a loyal customer base that continues to grow nationally.

02 PURPOSE This infographic will show how the evolution of Trader Joe's marketing techniques can be modified without, challenging the transmission of the company's unique brand tradition. The modified brand will appeal to a broader target audience and include the millennial generation. Stronger brand extensions will be shown via social media, redesigned website, video, Instagram ads, billboards and various forms of guerrilla marketing.

03 STYLING

04 RESEARCH

- Trader Joe's is a privately owned grocery retailer
- Employees wear traditional aprons
- There are 400+ stores across the United States
- Serves featured brands from all over the world
- Internationally well known customer
- Focuses more on "house brands"
- Began as a convenience store
- Doesn't offer coupons or gift cards

05 DEMOGRAPHICS The combination of innovative products and a service-oriented culture has created a loyal customer base that continues to grow nationally.

06 ASSETS

- Asset 1: Negative Ads
- Asset 2: Social Media via Facebook
- Asset 3: Guerrilla Marketing via Vehicle Wrap

07 RESEARCH The idea behind this marketing campaign is to capitalize on the unique and non-traditional marketing tactics of the past and modify them to the current era. From the media standpoint, these opportunities will reach a different customer with the unique great marketing mix. Overall, the idea of this will allow the company to keep the stability of the enhanced customer and increase engage new brands.

08 REFERENCES

Trade Joes, (2014). Retrieved from <http://www.traderjoes.com>

Marketing, (2015). In A. Kotler, (2015). Retrieved from <http://www.traderjoes.com>

Marketing, (2015). In A. Kotler, (2015). Retrieved from <http://www.traderjoes.com>

Marketing, (2015). In A. Kotler, (2015). Retrieved from <http://www.traderjoes.com>

4.5 VIDEO

Vimeo and Youtube subscriptions would be an option to view select dishes made by the finest chefs while following recipes that use all Trader Joe's items.

They would feature items from the "What's Cooking?" and would be accessible via the website and the mobile app as well. Small snippets would be featured on Instagram as an alternative.



4.5 MUSIC & RADIO

The music used within the videos would echo the same soothing sounds used for radio commercials as well. This would allow the consumer to have another dynamic brand item to relate to by association of multiple usage in different areas of marketing.

Radio ads are an old favorite, but are yet effective. This dynamic brand continuation is generally less expensive than that of magazine or television advertising. Certain hours of the day are prime targets in order to encapsulate the masses during the time of rush hours commuting both to and from work.



Great food. Great prices. Great people.

