

TRADER JOE'S

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Caramel Apple Spread

Audience:

Trader Joe's target audience is, as stated by founder Joe Colombe, an "overeducated, underpaid" individual with a desire for a unique blend of products in a secondary shop. In a study by Reuter and Schlitz (2021), they observed that the typical Trader Joe's customer is either White or Asian and between the ages of 25-44, with at least a college education. A 2021 Pew Research study found that the age groups of 18-30 year olds and 30-49 year olds used social media more than all others with over 80% use in both. The same study found that both age groups used Facebook considerably with over 70%, but there was a sharp difference in Instagram use with 18-30 year olds reporting that 71% used compared to 48% of 30-49-year-olds.

How else we can reach them:

Trader Joe's has always used low-cost advertising, such as the Fearless Flyer or word-of-mouth recommendations. In line with the mission statement, the Fearless Flyer is a funky and informative example of owned media Trader Joe's uses to inform customers about new products, seasonal items and the story behind them. A 2006 Coriolis study described the "short, zany essays and off-the-wall cartoons aimed to please highly literate shoppers from the university campus communities around Los Angeles" and reflected the personality of Colombe. Most of the advertising Trader Joe's does is within the shared or owned categories. Unlike most companies that rushed to social media in the past years to develop an advertising strategy, Trader Joe's continued to focus on its traditional media, while not ignoring the importance of social media. Trader Joe's has a solid presence on Instagram with 2.5 million followers compared to competitor Whole Foods' 3 million, but its Facebook is lacking with 47,261 followers compared

to Whole Foods' 4,211,150 followers. Advertising continues to look like it did at the beginning of Trader Joe's. The only difference is an increased amount of shared media and word-of-mouth recommendations spreading to social media.

Words and phrases that resonate:

In attempting to resonate with a Millennial audience, Mariana Magalhães (2021) emphasizes how, rather than the professional and formal tone Baby Boomers preferred, Millennials prefer a conversational tone that leaves room for humor and cultural slang. Authenticity and concise communication is valued, and Millennials are more likely to respond with trust and loyalty to a brand voice that does not sound generic and corporate.

Company “voice” and appropriate writing style:

Trader Joe's company voice is casual, upbeat and friendly. The goal as a chain of neighborhood grocery stores is to create a local and personalized experience for all customers, whether in-store reading Fearless Flyer or at home looking at shared media. Across all platforms and internally, Trader Joe's has a consistent brand voice that is quirky and fun, full of puns and exclamation marks. An example of this tone would be the title of the most recent release of fall products, “Oh. My. Gourd.” The release is written as an open letter to customers with slang like “faves” and exclamation points emphasizing the return of “pumpkins!”

Imaging:

All of Trader Joe's imaging is done in-house with corny cartoons and quirky product labels sprinkled throughout the Fearless Flyers and within stores. According to Laura Box, Millennials respond to imaging that is unique, personal, consistent and authentic to the brand. Trader Joe's achieves this by using consistent imagery and brand style throughout its media.

Channel #1: Fearless Flyer

TRADER JOE'S FEARLESS FLYER® AS ALWAYS, FREE. AND WORTH EVERY PENNY. Fall 2021 an Awesomely Autumnal Pumpkin-palooza!



Caramel Apple Spread

Caramel! Apples! \$3.49!

We already sell a couple of spreads, but let's just say that the customers who look forward to our fall seasonal flavors will have a new favorite in-store item that will give you "all the peels." Our **Caramel Apple Spread** is made in Washington state from the best Granny Smith apples and the gooey-ist caramel to provide you with a sweet and versatile spread. To give you the warmest fall



feelings, the spread includes apples, cane sugar, fruit pectin, apple juice, ground cinnamon and salt. The tartness of the apple along with the buttery caramel is the perfect topping for, well just about anything, we couldn't find anything we didn't love it on! We hope you love this new edition as much as we do and use it to your heart's desire! You'll find them on shelves near other spreads and in the fall seasonal displays.

Channel #2: Instagram

traderjoes [#TraderJoes](#) new product alert! The Caramel Apple Spread is made in small batches—in Washington, the leader in apple-growing states—with few ingredients: apples, cane sugar, fruit pectin, apple juice, ground cinnamon and salt. We spent months testing and perfecting



the balance of sweet caramel, a hint of tart green apple and cinnamon goodness to create one of our proudest spreads yet!

This spread is versatile as all good spreads should be. It will add that extra sweetness to any desserts (bowl of vanilla ice cream, anyone?) or waffles in the morning. Not only that, it's a delicious addition to spice up the classic cheese and crackers charcuterie boards... or just to eat by the spoonful! 🍏 🍂

• Limited • 10 oz. Jar • In Our Grocery Aisle •

Analysis:

I chose to create messaging for the main channels, Instagram and the Fearless Flyer, which Trader Joe's uses to communicate with consumers. The Fearless Flyer has been a key part of Trader Joe's marketing and the cultivation of a unique brand voice since 1971. Because of the longevity of the media, it is the first place people know to go for new products and information, especially when they're in the store. The flyer mainly qualified as owned media for most of its existence but has expanded to be shared also as there is an electronic version and subscription.

The Instagram post fits into the shared media category, as well as owned, because while it is information the company is sharing on social media, it is its own profile. These messages will work together to create anticipation and excitement for the release of the new product, and create awareness so people will go to stores to purchase it. The Instagram account helps appeal to the younger target market while the Fearless Flyer helps provide information to regulars as well as new customers in-store. Trader Joe's will know if this messaging is successful if the product sells as well as the other seasonal products and spreads and if there is a buzz about the product in the stores.

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