

A large outdoor dinner party with long tables, warm lighting, and a wooden sign.

Get Together To  
Give Back

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# The Concept

Brand: **TRADER JOE'S**

Event: "Get Together to Give Back"

- A series of community events across the country that advertise Trader Joe's new fall line of products while also supporting local food shelves
  - For each event ticket sold, Trader Joe's will provide Thanksgiving dinner to a family in need

# The Event

- Will take place in several cities across the country (Boston, New York, Chicago, Houston, Nashville, Los Angeles, and San Francisco)
- Block party-style event with a long community table, live music, photo stations, and all food provided by Trader Joe's
  - Imagery meant to inspire nostalgia
    - Remind people of Thanksgiving at grandma's house

# The Inspiration

- Warm, kitschy, charming patterns
- Vintage/antique furniture
- Lots of personality



# Why it Fits the Brand

- Commitment to community
  - Since its founding in 1967, Trader Joe's has described itself as "a national chain of neighborhood grocery stores" ([TJ's website](#))
    - To Trader Joe's, this means that anyone who shops in their stores is treated and appreciated like a valued customer, no matter how frequently they visit local stores



# Why it Fits the Brand

- Commitment to community
  - In addition to their excellent treatment of customers, Trader Joe's is also an incredibly active supporter of local food shelves
    - In their own words: "we are proud to donate 100% of products that go unsold but remain fit to be enjoyed to local food recovery organizations, in addition to a wide-range of community-based non-profit partners, seven days a week"



# Why it Fits the Brand

- Commitment to community
  - The Neighborhood Shares program is a partnership with over 1,300 food shelves across the country
    - Not only does this support the communities they operate in, but it also aids in their sustainability efforts as food donations substantially minimize waste



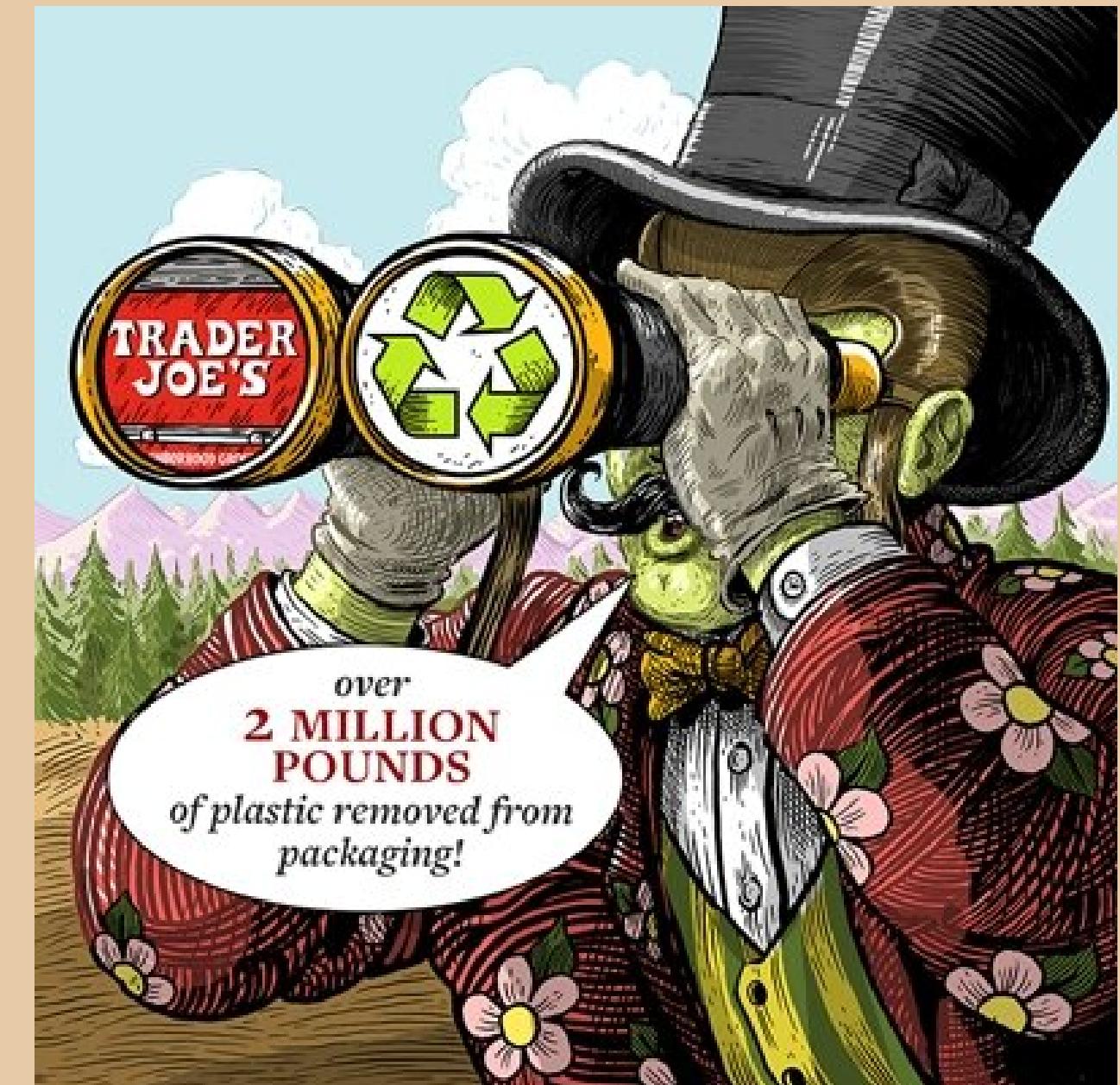
# Why it Fits the Brand

- Trader Joe's was founded in 1967
  - Since then, they have kept an old-fashioned, retro charm and brand identity
  - Vintage-style font for the logo, oldies music played in stores, etc.
- Commitment to sustainability
  - In all their stores, Trader Joe's uses repurposed cedar and encourages the use of reusable shopping bags
  - Packaging of products is typically made of recycled materials and more sustainable items



# Why it Fits the Brand

- Sustainability continued
  - In order to avoid waste, Trader Joe's will buy secondhand furniture, refinish it, and donate it to local charities that provide furnishings to low-income families and individuals after the event ends
    - Think of We Do Feet in Hudson, WI
  - In addition, all furniture and supplies will be locally sourced to avoid increased fuel emissions



# Marketing the Event

- Target influencers and prominent residents in each city/region
  - Trader Joe's has a strong sense of brand loyalty: by maximizing on this and marketing to people in their target audience, they can create buzz and publicity around the event
    - Do this via social media, in-store newsletter (The Fearless Flyer), and their podcast



# Marketing the Event

- Social media marketing
  - Create a challenge encouraging fans to share photos of their own holiday memories with the hashtag #GetTogether
  - Have Trader Joe's share recipes and cooking classes with their team members teaching fans to prepare the dishes that will be featured at the event
  - Feature stories from local food shelves about the impact Trader Joe's has had on their organization
  - Share that a portion of all sales nationwide during the month leading up to the event will be donated to local food shelves

# Marketing the Event

- Get Together to Give Back: The Official Playlist
  - Share a playlist on social media to promote the event
    - Playlist is filled with songs from the early years of Trader Joe's with themes of unity and togetherness
    - Songs are also carefully curated to match the music that plays in their stores.



# Event Tickets

- Sell for \$50 apiece
  - Tickets cover the costs of all aspects of the event (meal, live music, photo stations, AND a free Thanksgiving meal for a family in need)



# Event Day Details

- Table settings
  - An assortment of long, rectangular tables with mismatched, vintage-style plates
  - Flowers and potted plants at the center of each table
- Food/drinks
  - Open bar made of repurposed wood



# Event Day Details

- Food/drinks continued
  - 3 course meal: appetizer, entree, dessert
    - Appetizer: Cranberry chestnut stuffing
    - Entree: Ginger glazed pork chops, maple and harissa glazed sweet potatoes, and roasted carrots
    - Dessert: Pumpkin bars



# Event Day Details

- Live music
  - Hire 2-3 popular local bands in each city
    - Live music will be before and after the dinner
    - There will also be a dancing area directly in front of the stage



# Event Day Details

- Immersive photo stations
  - Small sets made up to look like rooms you'd typically see in your grandparents' house
    - Wood paneled walls, vintage furniture, accent lighting
  - Encourage attendees to post photos of the event on social media and tag Trader Joe's



# Event Day Details

- During dinner
  - Have directors/board members of local food shelves give speeches about how much Trader Joe's has helped them in the past and how appreciative they are of their ongoing support



# Why This Event Will Work

- Everyone loves to give back, especially during (and right before) the holiday season
- Trader Joe's has a long history of community involvement, so this is on-brand for them
- Influencers LOVE attending exclusive events hosted by prominent brands
  - With the strong online following Trader Joe's has, marketing to influencers will not be difficult
- The nostalgia factor makes this event relatable for a vast majority of the American public who grew up going to their grandparents' house for the holidays



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You!