

An outdoor dining area with several tables covered in white cloths, set with plates, glasses, and napkins. The tables are decorated with colorful floral centerpieces. In the background, there are wooden chairs, string lights, and a banner of white triangular flags hanging across the area. The scene is set in a wooded area with trees visible in the background.

Get Together To Give Back

Lily Van Allen

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



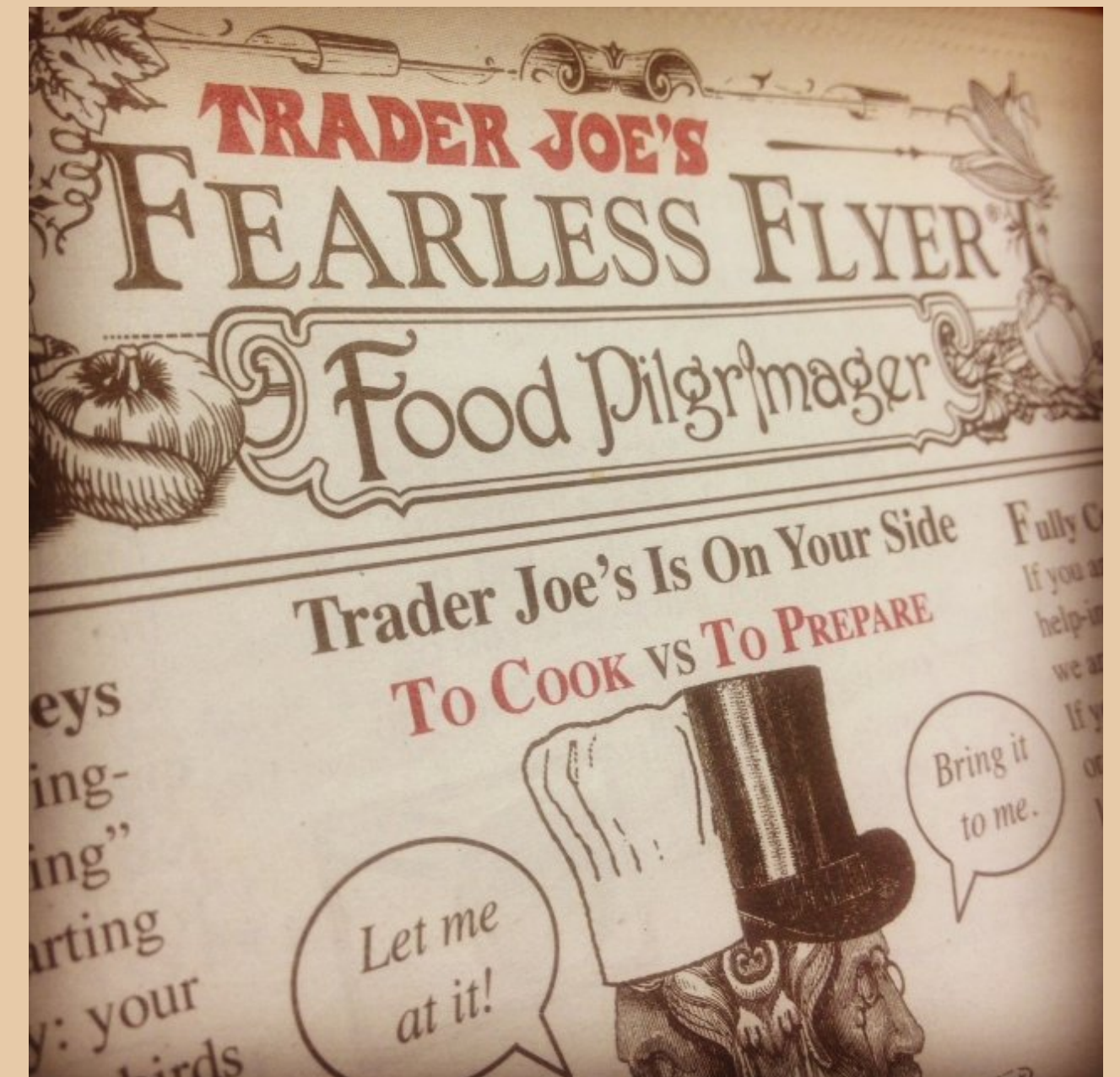
Why it Fits the Brand

- 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



**Thank
You!**