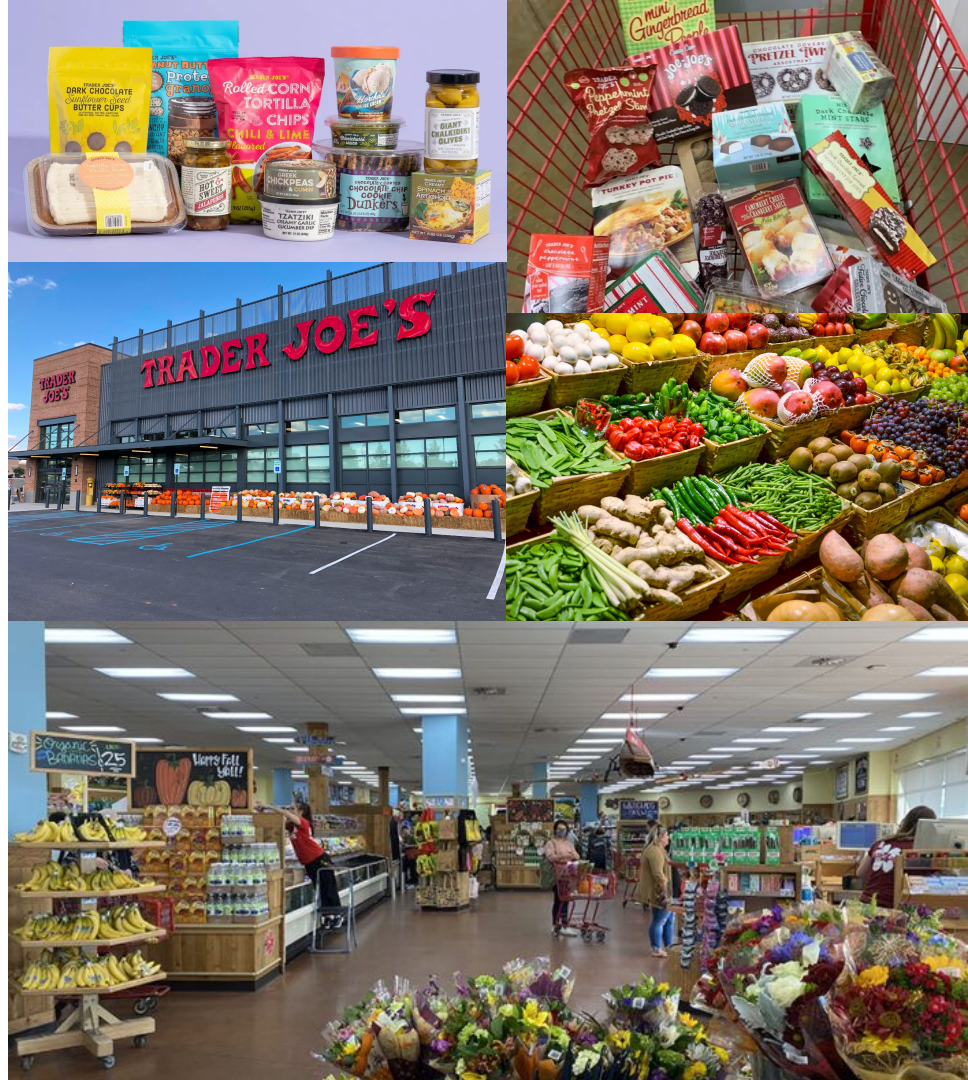# Trader Joe's

By Makayla Cambio and Eliz Dedeian

Trader Joe's Background:

Trader Joe's is a company that operates unique grocery stores with **a mission to bring the best food and beverage values.** This natural foods store company sells more than 800 unique grocery items under its own label, while being described as an equal parts discount warehouse club, specialty grocer and a neighborhood store. Moreover, it was originated by Pronto Markets Food Chain under the Rexel Drug Co. but was founded by Joe Coulombe. He opened the first Trader Joe's in South Pasadena, CA in 1967 with the intent to appeal to the **"well educated and people who were traveling more".** In addition, Coulombe ordered unique food items different parts of the world to attract customers, labeling all products in an entertaining manner. Today, there are 560 Trader Joe's in the U.S. that offer a distinctive product mix that is culturally inclusive at great prices while also maintaining an all natural reputation.

Brand Catalyst Demographics

Demographics

AGE	CENSUS REGION	CHILDREN IN HOUSEHOLD	EDUCATION	EMPLOYMENT STATUS	ETHNICITY
55 - 64	**West**	**None**	**Graduate Degree**	**Employed part time (<30 hours)**	**Non-Hispanic**
INDEX: 108 | REACH: 18.2%	INDEX: 189 | REACH: 44.3%	INDEX: 107 | REACH: 69.8%	INDEX: 196 | REACH: 21.9%	INDEX: 123 | REACH: 14%	INDEX: 105 | REACH: 87%

GENDER	HOUSEHOLD INCOME	MARITAL STATUS	POLITICAL OUTLOOK	RACE	RESIDENCE
Female	**$250,000 - $499,999**	**Presently Married**	**Very liberal**	**Asian**	**Condominium/Coop/Apartment**
INDEX: 117 | REACH: 60.5%	INDEX: 186 | REACH: 14.4%	INDEX: 112 | REACH: 57.4%	INDEX: 175 | REACH: 13.7%	INDEX: 211 | REACH: 12.4%	INDEX: 149 | REACH: 28.5%

Brand Catalyst Demographics

SAMPLE	WEIGHTED	REACH
2,659	20,592,933	8.3%

DEMOGRAPHICS (AGE)
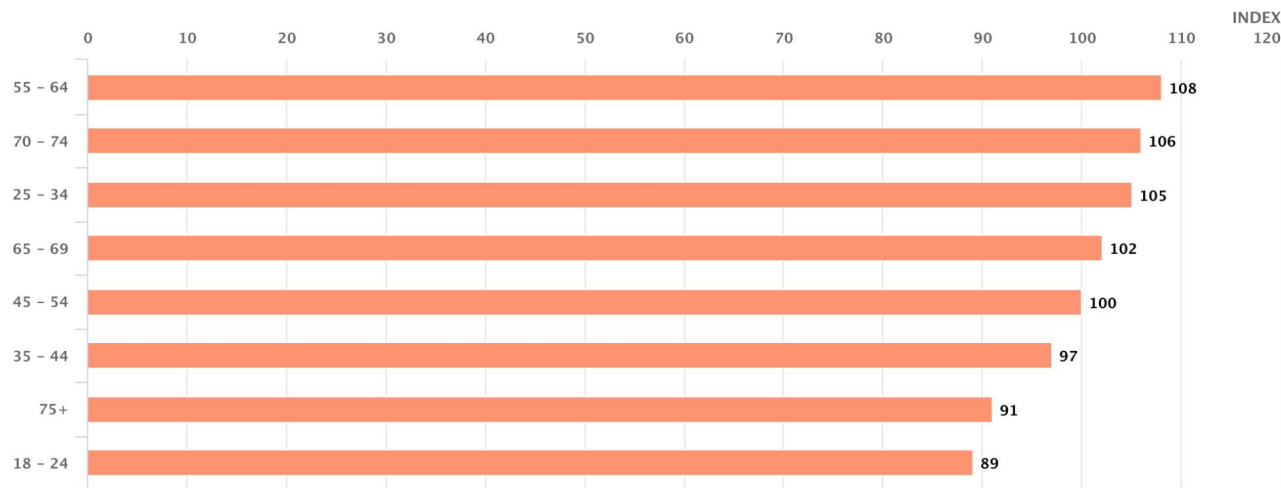
INDEX

Age	Index
55 – 64	108
70 – 74	106
25 – 34	105
65 – 69	102
45 – 54	100
35 – 44	97
75+	91
18 – 24	89

Projections relatively unstable, use with caution.

Source: Simmons Research LLC, Spring 2020 NHCS Adult Study 12-month

- People between the ages of 25 to 34 are 5% more likely to shop at Trader Joe's
- People between the ages of 35 to 44 are 3% less likely to shop at Trader Joe's, so this is a market that we can tap into with this TV buy

Brand Catalyst Demographics

DEMOGRAPHICS (CHILDREN IN HOUSEHOLD)
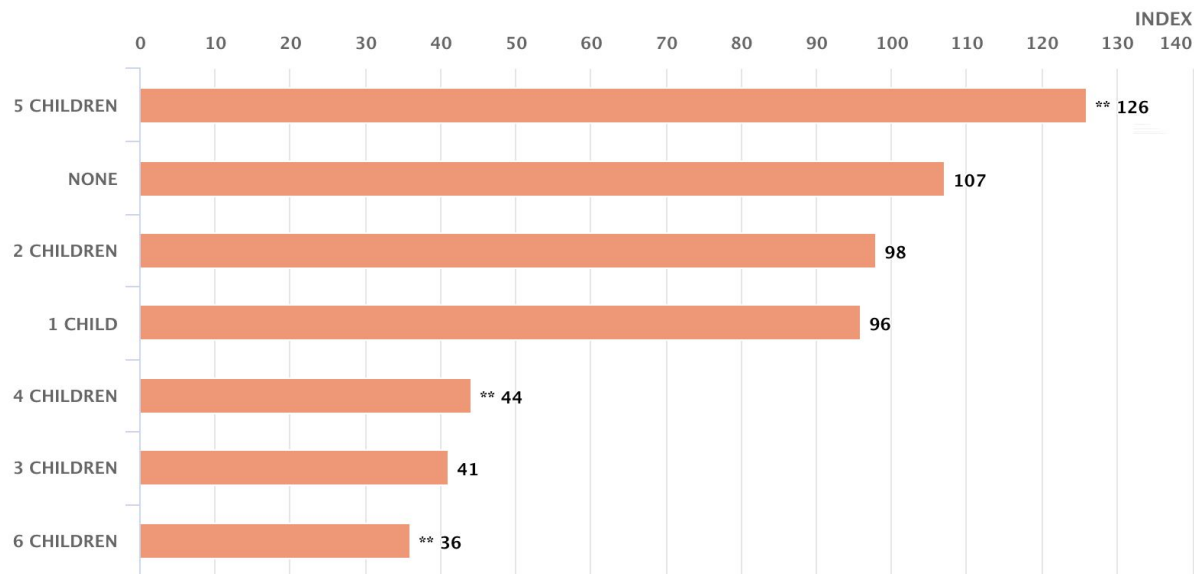
INDEX

	INDEX
5 CHILDREN	** 126
NONE	107
2 CHILDREN	98
1 CHILD	96
4 CHILDREN	** 44
3 CHILDREN	41
6 CHILDREN	** 36

Projections relatively unstable, use with caution.

Source: Simmons Research LLC, Spring 2020 NHCS Adult Study 12-month

- Many Trader Joe's customers have children in the household
- These households are 26% more likely to have 5 or more children

Brand Catalyst Psychographics

APPAREL	INDEX: 146 REACH: 18.4%	My budget allows for me to buy expensive designer clothes
AUTOMOBILES	INDEX: 156 REACH: 30.3%	Foreign cars are higher quality than American
CELL PHONES/SMARTPHONES	INDEX: 137 REACH: 49.9%	I use information from my cell phone/ smartphone to decide where to go or what to do in my free time
CONSUMER PRIVACY	INDEX: 135 REACH: 39.6%	I sometimes use a search engine to find out what information about me might be online
DIET AND HEALTH	INDEX: 154 REACH: 28.7%	My friends often ask for my advice about health and nutrition
ENVIRONMENT	INDEX: 153 REACH: 39.7%	I often choose methods of transportation that are friendlier to the environment
FOOD	INDEX: 186 REACH: 51%	When shopping for food, I especially look for organic or natural foods
GENERAL ATTITUDES	INDEX: 169 REACH: 61.2%	I Am Interested In International Events
HEALTH & MEDICINE	INDEX: 150 REACH: 58.7%	I actively seek information about nutrition and healthy diet
INTERNET	INDEX: 147 REACH: 57.7%	The Internet has changed the way I work

Competitor Company: Whole Foods Market

We found a lot of useful information than can be identified by Trader Joe's competitor within the market, Whole Foods. It is a certified organic grocer that was founded in Austin Texas in 1980. Ever since it's immediate success of it opening, it's become a multinational supermarket chain. Moreover, there are 500 stores in North America today which is inspiring due to its well known reputation. With research conducted from MRI Brand Catalyst, it was found that 454% above the average Whole Foods consumer shop at Trader Joes. This information is crucial because consumer behavior conducted through Whole Foods data projects a similar behavior towards our target market for Trader Joe's. In addition, We've also found that Whole Foods consumer demographics are mostly female, are targeted in the North East and are 33% to be more likely to be the ages of 35 - 44. Importantly, Whole Foods appeals towards buyers who have characteristics of being appreciative of spending on a budget in order to spend more on designer clothing, are vegetarian, are 140% more likely to shop for organic/natural foods, and are against seeing brand named products being product placed for commercial purposes. This fact was very interesting considering that it's a promotional opportunity for Trader Joe's to present that the company is privately owned with its own branding on products, is known for selling organic and natural products, and is budget friendly. Lastly we've conducted that 73% above the average WF consumer is more interested in learning about international events which gives us an understanding that advertising through News channel will be effective for targeting our Target Market.

Target Market:

Our target market consists of women ranging from ages 25-34.

Their lifestyles may consist of being married, are a mother of children, well educated, hard working, and may also be stay at home moms.

They care for the health of themselves and for their family and appreciate quality goods at affordable prices.

Additionally, our target market is financially better off and love to spend, whether its on themselves or on their family. They are conscious about the ingredients they buy into and aren't afraid to buy off brand food products that don't play a role in product placement on TV.
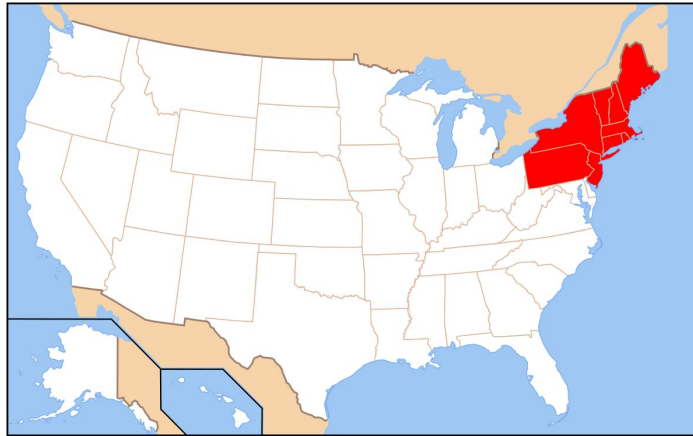
Target Persona

Kristina

- Stay at home mom
- Married
- Has 2 kids under the age of 5
- Likes to eat healthy and makes home cooked meals
- Household income: $100,000 per year
- Uses social media to connect with friends and stays current with trends

DMA's

- New York, NY
- Boston, MA
- Hartford and New Haven, CT
- Providence, RI - New Bedford

New York, NY

Age of Head of Household	Households	Race/Ethnicity	Population
Under 18	5,600	White	10,314,200
18-24	185,300	Black	2,816,000
25-34	1,104,600	Other	2,263,200
35-44	1,414,200	Hispanic	4,089,300
45-54	1,498,300	Asian/Pacific	1,974,900
55-64	1,617,300		
65 and Older	2,289,600		

Age by Sex	Male Current	Male 5 Yr.	Female Current	Female 5 Yr.
< 18	2,392,500	2,479,188	2,291,300	2,374,956
18-24	945,300	998,537	924,300	958,434
25-34	1,545,600	1,504,221	1,551,200	1,503,233
35-44	1,419,100	1,506,001	1,452,200	1,517,914
45-54	1,366,100	1,393,702	1,447,600	1,466,948
55-64	1,391,500	1,431,739	1,517,900	1,563,506
65 +	1,637,400	1,942,499	2,170,100	2,529,730

NEW YORK

DMAs
1. Albany-Schenectady-Troy
2. Binghamton
3. Buffalo
4. Elmira
5. New York
6. Rochester
7. Syracuse*
8. Utica*
9. Watertown

*Syracuse Includes Oneida West, NY
*Utica Includes Oneida East, NY

Boston, MA

Age of Head of Household	Households	Race/Ethnicity	Population
Under 18	2,300	White	4,331,200
18-24	78,400	Black	376,100
25-34	360,000	Other	411,800
35-44	458,900	Hispanic	556,500
45-54	483,200	Asian/Pacific	418,000
55-64	551,500		
65 and Older	769,100		

Age by Sex	Male		Female	
	Current	5 Yr.	Current	5 Yr.
< 18	681,600	686,375	652,600	657,829
18-24	334,700	336,078	332,800	331,962
25-34	461,800	455,576	448,000	435,365
35-44	435,400	466,882	443,100	470,946
45-54	426,600	427,192	448,300	445,863
55-64	463,500	471,286	497,500	509,861
65 +	549,200	652,544	696,200	814,372

Hartford and New Haven, CT

Age of Head of Household	Households	Race/Ethnicity	Population
Under 18	800	White	1,622,100
18-24	28,300	Black	223,900
25-34	133,400	Other	188,100
35-44	166,600	Hispanic	305,800
45-54	178,400	Asian/Pacific	98,500
55-64	217,600		
65 and Older	314,500		

Age by Sex	Male Current	5 Yr.	Female Current	5 Yr.
< 18	261,400	252,513	250,500	241,938
18-24	130,600	129,872	124,200	122,938
25-34	172,200	167,421	163,000	157,059
35-44	158,400	167,545	162,400	167,095
45-54	157,800	149,294	168,900	159,168
55-64	184,100	177,690	198,700	195,148
65 +	226,200	259,192	286,100	322,889

Providence, RI - New Bedford

Age of Head of Household	Households	Race/Ethnicity	Population
Under 18	600	White	1,101,900
18-24	19,900	Black	77,600
25-34	90,100	Other	130,000
35-44	109,400	Hispanic	168,100
45-54	115,000	Asian/Pacific	44,500
55-64	137,000		
65 and Older	194,300		

Age by Sex	Male Current	Male 5 Yr.	Female Current	Female 5 Yr.
< 18	166,700	169,005	160,200	162,205
18-24	81,700	83,098	81,000	81,941
25-34	112,700	109,497	109,600	104,529
35-44	103,400	114,115	104,800	114,772
45-54	101,300	99,686	107,600	104,934
55-64	113,500	114,400	123,900	125,943
65 +	137,400	163,380	177,100	206,654

Shows/Channels used throughout all months

Food Network – various shows

Reasoning: People that care about the foods that the eat are likely to watch the food network and shows related to cooking. These shows are also entertaining and appeal to those in our target market.

News programs - CNN tonight, CNN This Morning, ABC News Live, CBS Reports, NBC The Tonight Show

Disney Channel/Disney Junior – Bluey, Big City Greens, Super Simple Songs

Nickelodeon– Spongebob, Paw Patrol

Reasoning: Parents watch Tv with their children, and these commercials will appeal to them.

Highlighted Shows November

NBC- Macy's Thanksgiving Day Parade

Reasoning: People in these DMA's especially watch the Thanksgiving Day Parade every year as it is being recorded live from New York City

NBC - Sunday Night Football

Reasoning: During the Football season many families watch these games on Sunday's.

Food Network– Holiday Wars

As Thanksgiving comes to a close, families will start to watch shows pertaining to Christmas

Highlighted Shows December

Hallmark: Christmas Class Reunion, My Southern Family Christmas, Haul Out The Holly, A Fabled Holiday

Food Network: Holiday Wars

ABC: Disney Parks Magical Christmas Day Parade

Reasoning: All of these shows focus on Christmas, a major Holiday that many people celebrate and enjoy watching shows about during the season.

Highlighted Shows February

Hallmark: Valentine's Day themed movies

Reasoning: Women enjoy watching these types of romantic movies related to this holiday. Airing commercials during these programs will attract their attention the most.

FOX: Super Bowl

Reasoning: The Super Bowl attracts millions of viewers, many of which watch just for the commercials that are aired throughout the program. By advertising during this program, many people will be attracted to Trader Joes.

Monthly Totals

November: $999,671.66

December: $1,033,590.16

January: $1,067,809.78

February: $1,056,244.70

March: $957,936.16

Total Spent: $5,115,252.46

GRP total: 14,092

DMA Totals

New York, NY: $1,375,089.80

Boston, MA: $1,315,165.30

Providence, RI - New Bedford: $1,194,205.46

Hartford and New Haven, CT: $1,230,791.90

Sources:

https://www.referenceforbusiness.com/history2/69/Trader-Joe-s-Company.html

https://www.wholefoodsmarket.com/company-info/whole-foods-market-history

https://insights-mrisimmons-com.jwupvdz.idm.oclc.org/catalyst/brandcatalyst

https://next-srds-com.jwupvdz.idm.oclc.org/portal?newsess=y

https://www.tvguide.com

https://www.disneychannel.ca/schedule/

https://www.foodnetwork.com/shows/tv-schedule

https://www.hallmarkchannel.com/schedule