

Creative Brief

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Project Title: Trader Joe's Website

1. Project overview

The goal of my website is to be informative about things related to Trader Joe's that people can't just find out by shopping in the store but to do so in a very fun and engaging way.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Trader_Joe%27s, and there are many photographs on Google Images.

3. Audience

This is a non-commercial website that should be engaging and informative. Demographic information may be varied, including a range of ages and familiarity with Trader Joe's. I want it to be informative enough that even avid Trader Joe's fans will learn from it but also captivating enough that people who have yet to step into a Trader Joe's store are intrigued (and perhaps even want to check one out!).

4. Message

I want to focus on the uniqueness of Trader Joe's, and the success it has had with its differentiating factors.

5. Tone

The tone should be fun, strongly aligned with the unique Trader Joe's brand. For example, stores have a nautical theme with employees wearing Hawaiian and bells at each register. I want to carry over this excitement.

6. Visual Style

I want the microsite to be visually clean and engaging while reflecting the Trader Joe's brand: fun, playful, and recognizable.

Here are a couple of images for inspiration. They include a recipe from the Trader Joe's website, demonstrating their product photography style and signature red color. I also included some images of the Fearless Flyer,

which is a small publication they release monthly. It highlights their youthful creativity, combining their signature red with some bold splashes from colorful products. I also included an example of their in-store art murals and a lively package to give a better sense of the playfulness I'd like to see on the microsite.



Everything but the Leftovers Sheet Pan Dinner

When it comes to holiday meals, there are certain flavors so iconic, one taste elicits the whole eating experience. Gravy is one of those tastes. So is stuffing. To create **Trader Joe's Everything but the Leftovers**, we've distilled the essence of a stellar stuffing and a great gravy down to a shake-able—and vegan—**Seasoning Blend** so you can add these holiday flavors to anything!

Shake this **Seasoning** on eggs, roasted vegetables, sandwiches, popcorn, or use it to liven up your next sheet pan meal!

Serves: 4 - 5 | Prep Time: 15 Minutes | Cooking Time: 25 Minutes

INGREDIENTS

- 1 package (12 oz.) TJ's Cut Butternut Squash
- 1 package TJ's Brussels Sprouts, trimmed and halved
- 1/2 TJ's Red Onion, cut into chunks
- 1 tablespoon TJ's Olive Oil
- 4 teaspoons TJ's Everything But The Leftovers Seasoning, divided (seasonal)
- 2 TJ's Large Eggs, beaten
- 1 cup TJ's Japanese Style Panko Breadcrumbs
- 1 package TJ's Turkey Cutlets (4-5 cutlets), patted dry
- 2 medium-sized rimmed baking sheets

DIRECTIONS

Arrange oven racks in thirds. Preheat oven to 400°F.

In a large bowl combine vegetables, olive oil and 2 teaspoons seasoning. Spread vegetables on a baking sheet. Roast vegetables in lower rack of oven for 5 minutes while you prep the turkey cutlets.

Mix breadcrumbs with 2 teaspoons seasoning.

