

TRADER JOE'S

The creative brief.

Put ingredients first. A simple kitchen scene and an invitation to share.

The idea

Good things in the bag.

Tone of voice

Warm. Food-loving. A little playful.

Keep in mind

Preserve the original logo. Do not invent prices, product specifications or promises. Have the concept reviewed before use.

<https://www.traderjoes.com/home>

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Visual direction



Good things in the bag.

AI-generated photo. Fictional object, not an exact depiction of an actual product. No brand partnership.