

# TRADER JOE'S ELIMINATE PLASTIC BAGS TO RAISE AWARENESS OF POLLUTION

## Communication Strategy

### **Exigence**

The public's concern with plastic is the pollution it is causing locally and around the world. Trader Joes has the opportunity to limit its use of plastic by providing reusable bags at checkout. The company would gain more popularity from the younger generation that shops at Trader Joes and possibly help influence the older generation to be more proactive in helping the environment with pollution problems. Trader Joes is not the first company to make such a commitment to helping the environment, Starbucks started using straw less lids to lower the usage of plastic.

The threats of limiting plastic are that Trader Joes will have to find new ways of packing up items at checkout. If they decide to use the reusable bags, they will have the treat of customers forgetting them and not being able to use it. If Trader Joes decide not to get rid of the plastic bags, I believe it would hurt their corporate brand because other businesses/ companies are turning toward less plastic, the better. There are other organizational resources that would make the reduction of plastic possible, such as, a disposal center at each Trader Joes to return plastic bags for proper disposal and reusable bags. Some external factors that facilitate the reduction of plastic are the customers, other companies and businesses, and the local community. Does eliminating plastic bags cause Trader Joe's image to become more of an environmentally friendly grocery store?

### **Target Audience**

My target audience is the older customer base. Many of the customers are urban, middle-to upper-class, European- and Asian American. Many of these types of customers that shop at Trader Joes tend to be more involved in helping the environment. With the proposed usage of different forms of baggage, this should interest the targeted audience and allow them to take action to the problem of plastic pollution.

### **Objective**

Getting rid of plastic bags across all Trader Joes in America will help reduce the pollution of plastic in the environment and allow Trader Joe's to become more environmentally friendly.

### **Message Strategy**

Getting rid of plastic bags across all Trader Joes in America will help reduce the pollution of plastic in the environment. Trader joes plan to provide reusable bags at time of check out to purchase and a discount at every check out when the reusable bags are used again.

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For Immediate Release:

## **TRADER JOE'S ELIMINATE PLASTIC BAGS FROM ALL STORES AND MOVES TO MORE ENVIROEMENTAL FRIENDLY BAGS TO HELP PREVENT PLASTIC POLLUTION**

FARMVILLE, Va. (Oct. 18, 2018) – Trader Joe's announced today that starting October 15 they will be eliminating plastic bags at the time of purchase across all stores to help lower pollution of plastic.

Pollution is a rising problem, and plastic being 60 to 95 percent of that pollution is causing landfills and oceans to indulge and cause more damage.

“Much research has been done by our team and Trader Joe's wants to step up alongside of other companies to publicize the problem and support funding to lower use of plastic,” said spokeswoman Breanna Evans.

Trader Joe's plan to combat this problem is to use paper bags, reusable Trader Joe's bags to purchase at time of checkout, or any personal bags from home.

A discount of 10 percent for customers entire purchase will be given if personal reusable bags are provided.

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By 2020 Trader Joe's will reduce plastic usage within headquarters and factories by 10 percent.

“Trader Joe's joining other large companies such as Starbucks, is only a small piece of problem. Communities, individuals, and other companies can play a large role in helping reduce plastic pollution,” said Evans. “With Trader Joe's implementing these new changes, we hope to encourage our customers to implement these changes in their own lifestyle.”

Trader Joe's is a chain of neighborhood grocery stores featuring high quality imported and domestic foods and beverages at honest, low prices. Trader Joe's ([www.traderjoes.com](http://www.traderjoes.com)) began in 1958 in the Los Angeles area. Since then, Trader Joe's has expanded to more than 430 stores in 39 states.

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