

How different can a supermarket be?

Well, according to Bloom, very different. Zany songs and even “zanier” commercials are portraying Bloom as the store with a smile. I guess smiling at the supermarket would be different.

According to its website, Bloom is a happy shopping experience, hassle-free even. In a sense, I think the commercials work because they do make you kind of shake your head, maybe even smile. The one I saw today was a classic comedy move—the response is not appropriate to the situation. For instance, a guy says he is thinking about his daughter, clearly worried about her, and the Bloom shopping associate says something like, check this watermelon out, it’s one of hundreds of fresh produce items. Huh? Are we supposed to go shopping at Bloom to forget our troubles? Or, is Bloom a place where there are no troubles? Or is the commercial trying to be memorable? All of the above. Maybe I should go to Bloom, there I would forget why I had issues with their advertising.