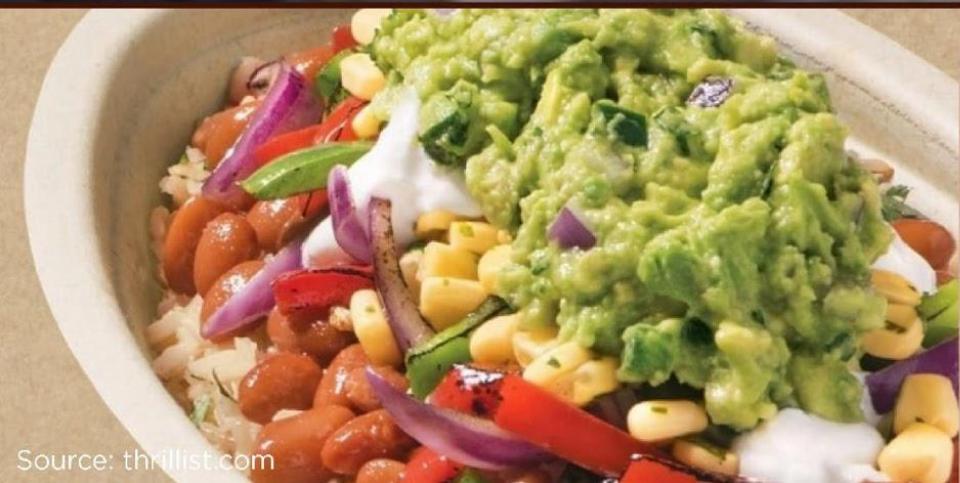






Source: USAToday



Source: thrillist.com

## Current Big Picture

### BUSINESS OBJECTIVE

- Quick Service • Fast Casual • Limited Service Mexican

### CORE COMPETENCE

- Customization + quality ingredients

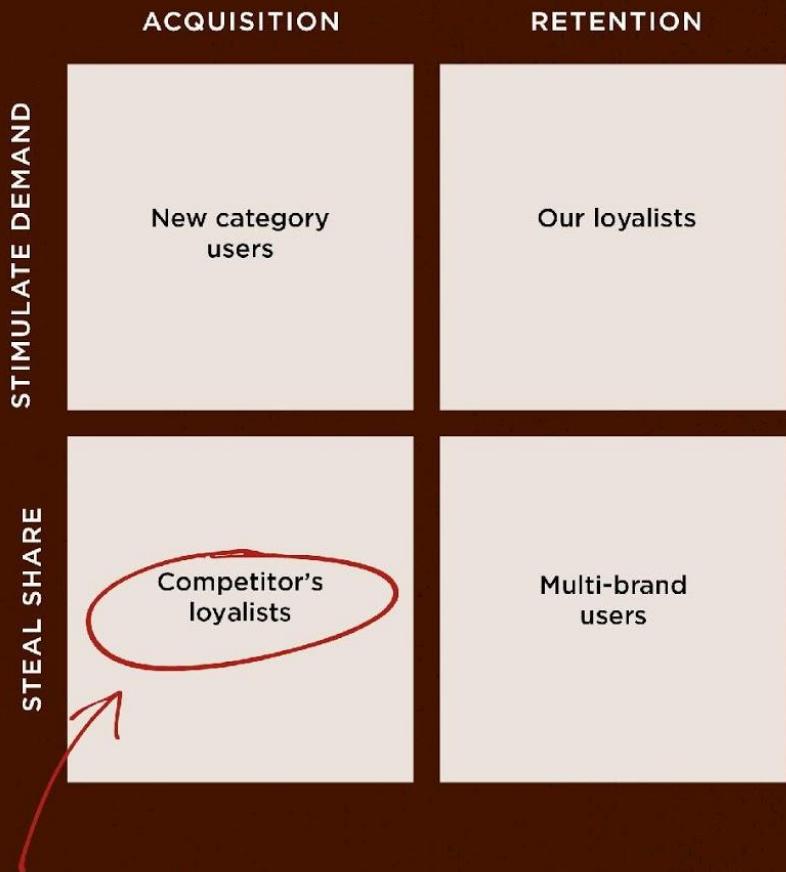
### STRATEGIC ASSET

- A healthy alternative to fast food

### CUSTOMER VALUE

- Guilt-free convenience

# Current Big Picture



MARKETING OBJECTIVE

→ **Acquisition**

SOURCE OF VOLUME

→ **Steal Share**

MAIN COMPETITORS

→ **Fast food chains**

If I want a convenient meal, I have to eat something unhealthy



It's important to think about where your food comes from and how it is prepared



Chipotle uses quality, responsibly sourced ingredients that are better for you and for the planet

I eat at fast food chains like McDonalds and Taco Bell



Chipotle is a quick service meal that I can feel good about. I will go to Chipotle more often.



## 5-BOX POSITIONING STATEMENT

## Current Big Picture

### SEGMENTATION

- Fast food patrons that value nutrition and increased control over their meal
- Fast casual patrons that value responsible food practices and quality

### TARGETING

- Millenials, young professionals, college students



Source: Unsplash

## Current Big Picture

### PRODUCT

- Customizable burritos, bowls, tacos, and salads
- Vegan, paleo, gluten-free options available

### PLACE

- 2,400 locations nationwide
- Quick service food with the atmosphere of a casual sit-down restaurant

### PRICE

- \$6.95 - \$8.00
- Cheaper than Limited Service Mexican competitors



Source: People.com

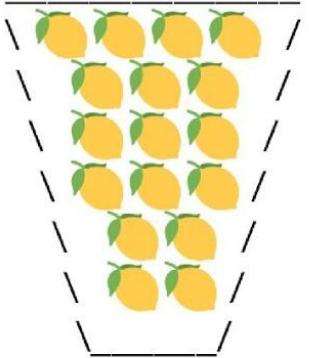


Chipotle   
@ChipotleTweets

Follow

Everybody:

Water cups:



10:38 AM - 27 Mar 2019

17,032 Retweets 94,074 Likes



541 17K 94K

Source: @ChipotleTweets via Twitter

Source: Chipotle.com

UNWRAP  
SOME  
 FREE  
CHIPOTLE  
CHIPOTLE REWARDS IS HERE.

Real Food is Really Rewarding.

ORDER NOW →

## Current Big Picture

### PROMOTION

- Word-of-mouth
- Social Media
- Chipotle Rewards

**FOOD WITH INTEGRITY**

**FOOD WITH INTEGRITY**



Source: CNN.com

## Chipotle stock saddled by E. coli fears

CEO apologizes after norovirus scare follows E. coli outbreak

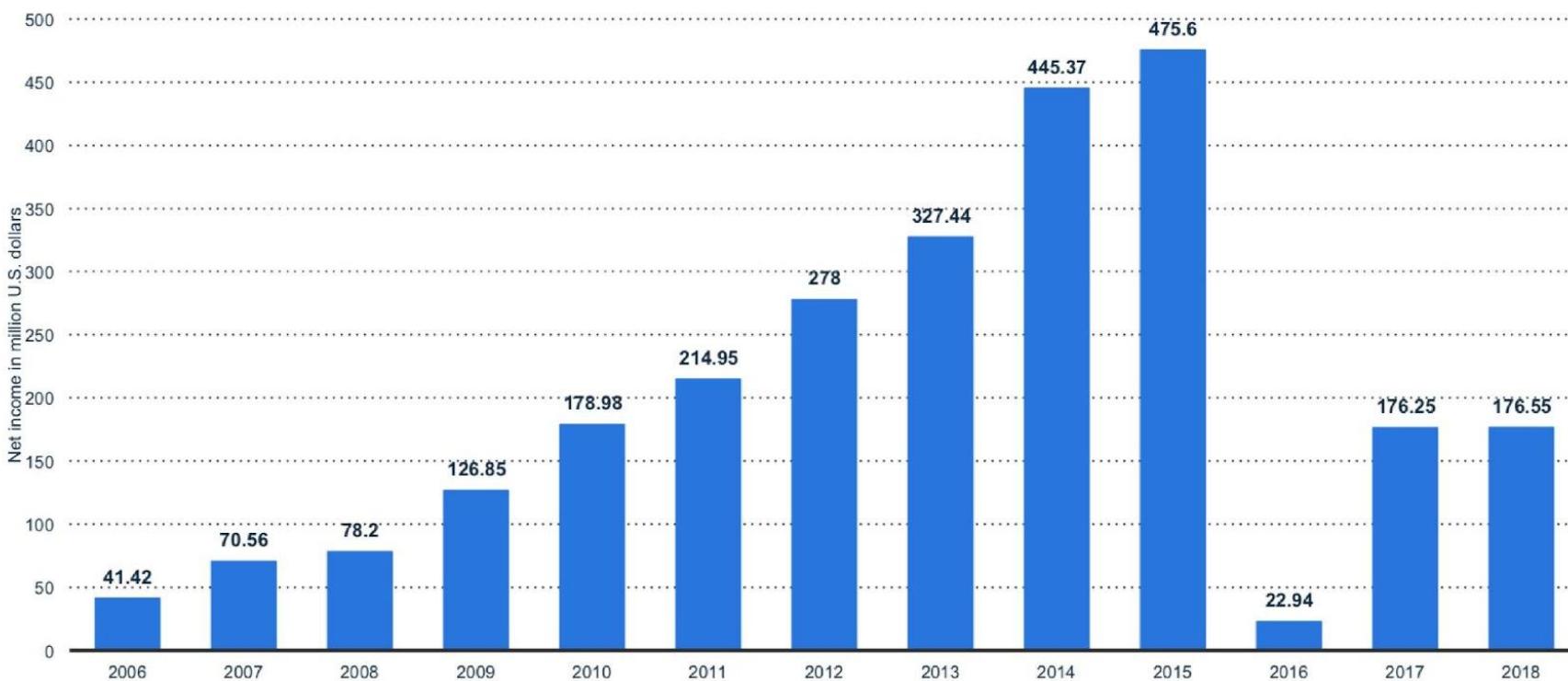


Source: CDC, MarketWatch

Source: MarketWatch

## Net income of Chipotle Mexican Grill from 2006 to 2018 (in million U.S. dollars)

Net income of Chipotle Mexican Grill 2006-2018



Note: Worldwide; 2006 to 2018; Fiscal year ended December 31 of each year.

Further information regarding this statistic can be found on [page 38](#).

Source(s): Chipotle Mexican Grill; ID 221462

[Company information](#)



Chipotle @ChipotleTweets · Sep 6, 2016



How many burritos?

37% 69

63% 420

90,795 votes • Final results



JoeyAlf  
@joeyalf

this is pretty inappropriate. It's like someone's Dad trying to be cool

17 3:12 PM - Sep 6, 2016



See JoeyAlf's other Tweets



Source: businessinsider.com

# Consumer trust in advertising worldwide from 2007 to 2015, by ad format

TV ADS

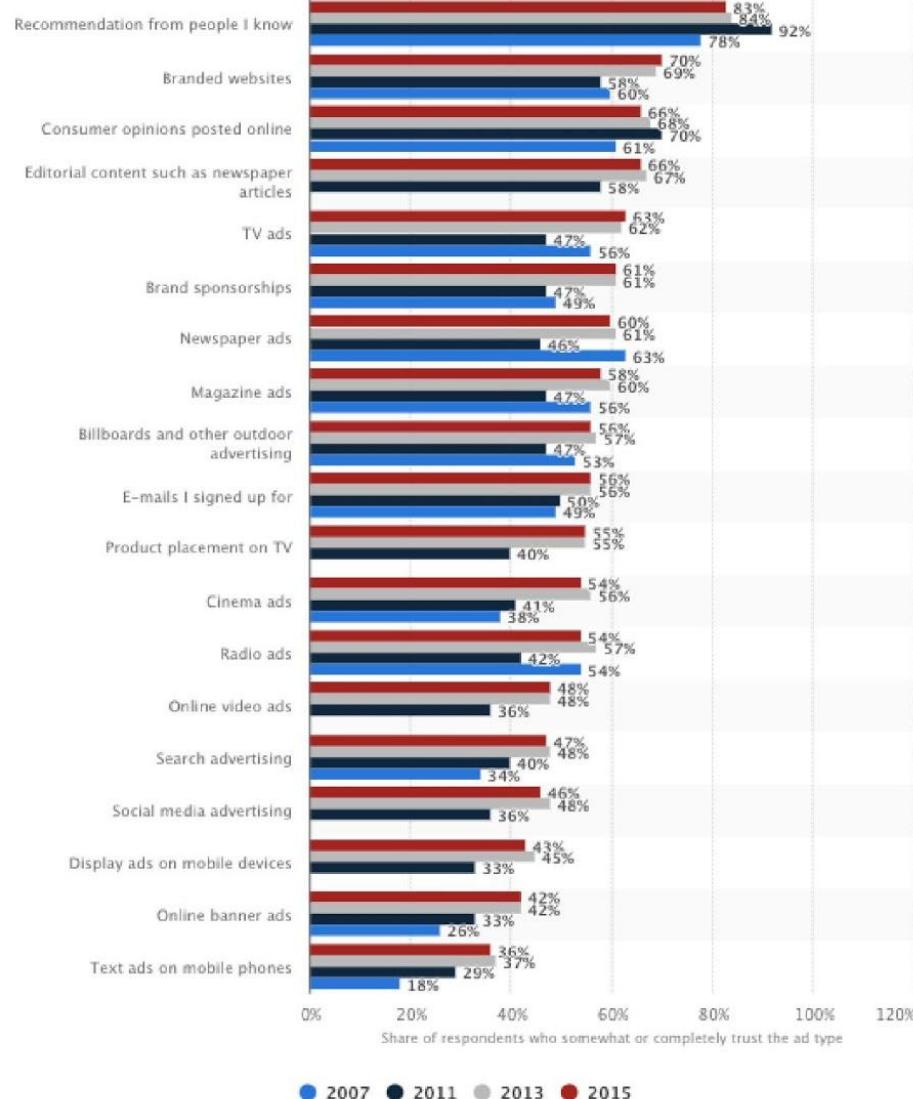
→ 63% in 2015

SOCIAL MEDIA

→ 46% in 2015

WORD OF MOUTH

→ 83% in 2015

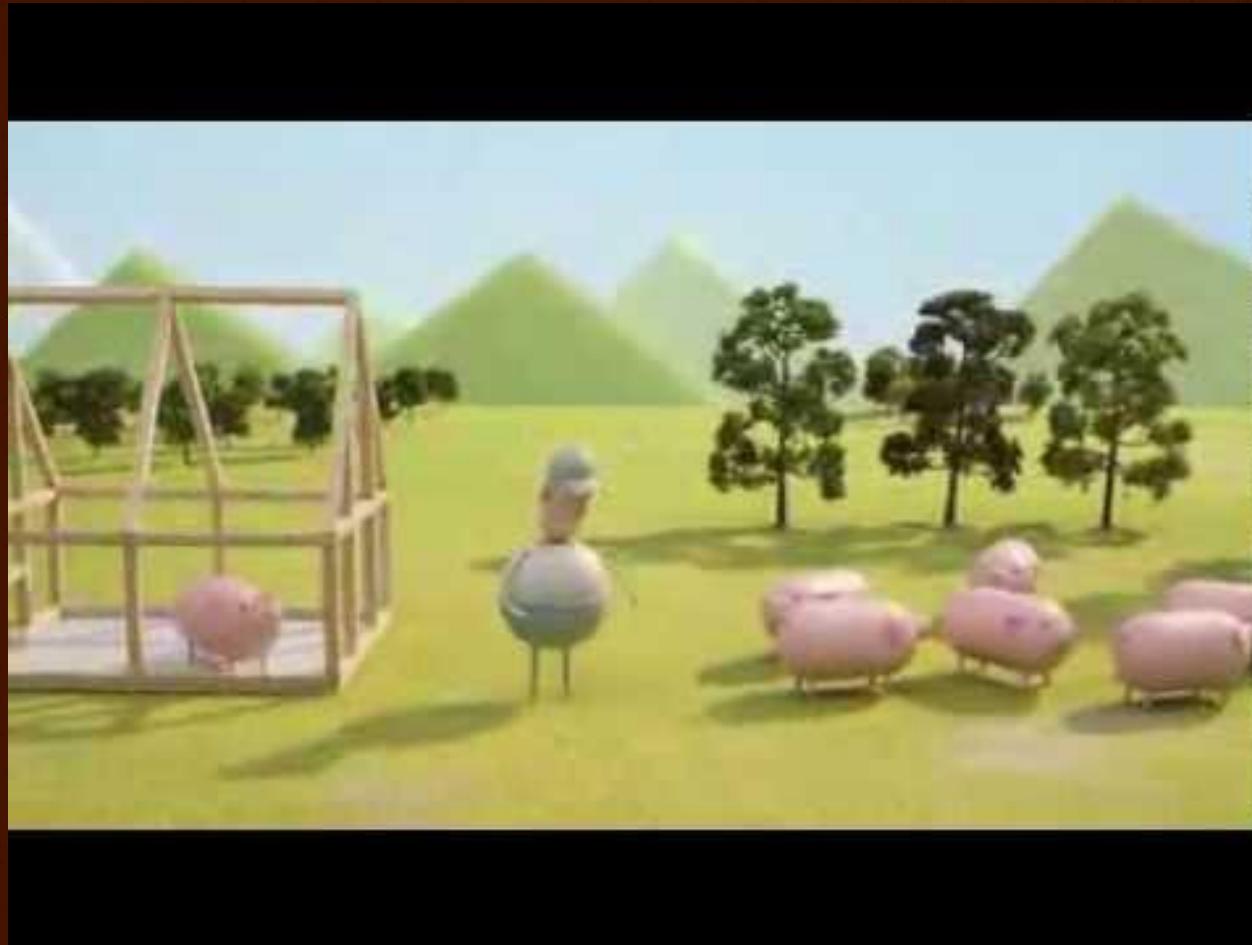


## Current TV Advertisement



~~FOOD WITH INTEGRITY~~ → CULTIVATE A BETTER WORLD

## Animated Short: Back to the Start (2011)



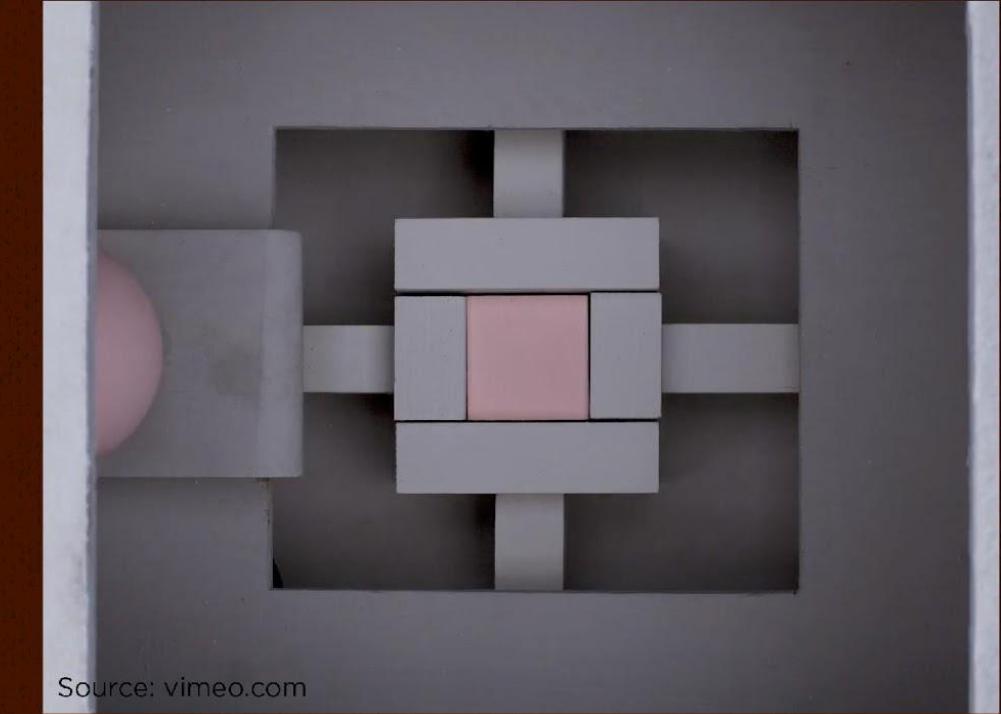
## Back to the Start (2011)

### THE NEW SCIENCE OF VIRAL ADS

- No prominent, off-putting brand
- Emotional rollercoaster
- Very shareable

### STORYTELLING

- Captures the power of storytelling
- Connects with the audience





## Neuromarketing Study

SAMPLE SIZE

→ 110 people

COMMON RANGE FOR BRAIN ACTIVITY

→ .30 to .70

RED LINE

→ Micro-details of ad

BLUE LINE

→ Memory global, overall impression

# **FAST CASUAL OR FAST FOOD?**

RESTAURANTS

# Why it could be a big problem that some Chipotle diners consider the chain to be ‘fast food’

PUBLISHED MON, JUL 10 2017 • 11:11 AM EDT | UPDATED MON, JUL 10 2017 • 2:54 PM EDT



Sarah Whitten  
@SARAHWHIT10

SHARE ...

Source: CNBC.com

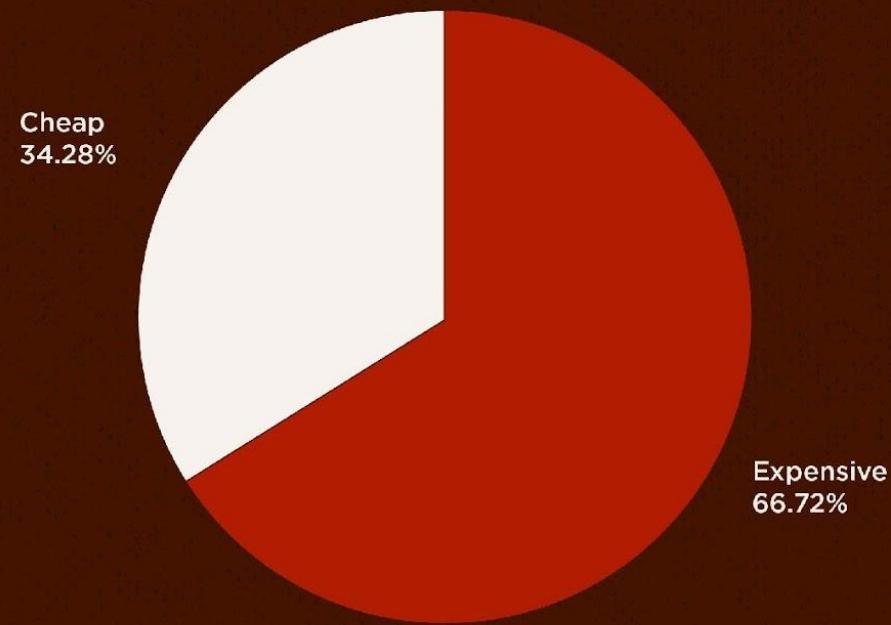
**Marc** @mrmro0 Chipotle is my favorite fast food restaurant  
4 1:34 PM - Jun 7, 2017 · White Oak, MD  
[See Marc's other Tweets](#) >

**Tommy** @Tommyornah I want chipotle, also don't feel like spending 14 dollars on fast food  
3 6:36 PM - Jul 5, 2017  
[See Tommy's other Tweets](#) >

**Matt Parker** @MSP417 Went to chipotle for the first time in 2+ years today and not sure there is a bigger ripoff in fast food.  
1 1:58 PM - Jun 23, 2017  
[See Matt Parker's other Tweets](#) >

Source: Twitter

## Survey: Is Chipotle cheap or expensive?



Sample size: 353    Cheap: 121    Expensive: 232

## Fast Casual • Limited Service Mexican



\$7.45-\$8.65



\$7.99-\$9.95



\$6.95-\$8.00

\*prices exclude extra toppings and tax



## Recommended: Price Increase

- Establishes Chipotle as a fast casual restaurant
- Signals higher quality
- May increase consumer trust
- May attract older demographics
- Rewards programs retains current loyalists

## Recommended: Cosmetic Changes

### PACKAGING

- Round bowls with clear lids
- Ceramic “For Here” bowls



### PRESENTATION

- Separate each ingredient
- Aesthetic display signals higher quality



### CLEANLINESS

- Improve lighting in stores
- Prioritize keeping tables clean

## Conclusion

- “Cultivate a better world” → Lifestyle brand
  - Price increase → Fast casual quality
  - Cosmetic changes → Consumer trust
- 
- More than just a burrito

**THANKS**