

Chipotle Marketing Strategy

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The Team



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Agenda

- Background & Segmentation
- Targeting
- Positioning
- Takeaways
- Q/A



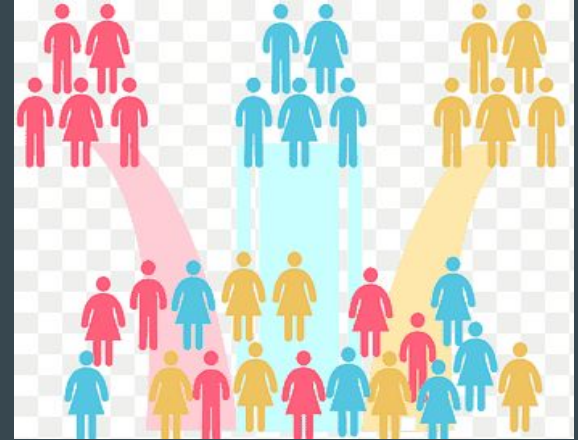
Background



- 2016 survey
- 362 total survey takers
- 9 survey questions
- 25 total variables

Segmentation Implementation

1. Outcome
top1
2. Demographic segmentation
Age, Gender, Income
3. Behavioral segmentation
plan, spending, buylocal, healthy important to me, patronage
4. Psychographic segmentation
chipotle convenience, chipotle variety, chipotle price, importance healthy, chipotle taste, chipotle ambience, important convenience, important variety, important price, importance healthy, important taste, important ambience





Target Implementation

- Measures for segment attractiveness
 - Size
 - Possible Revenue
 - Easy to use and express
 - Get at our ideal customer groups
 - What do we target?
 - Demographic segmentation
 - Age
 - Gender
 - Income
-

Why Demographic Segmentation?

- Not subjective
- Contains 343 people
 - ~95% of total people
- Easy to breakdown into the groups
- Things like Age, Gender and Income are very important things to target



The Clusters

Cluster 1 - 146 people

- Age - 36
- Gender - 80% Male, 20% Female
- Income - \$21,629



Cluster 2 - 62 people

- Age - 44
- Gender - 79% Male, 21% Female
- Income - \$57,905

Cluster 3 - 92 people

- Age - 42
- Gender - 76% Male, 24% Female
- Income - \$39,985

Cluster 4 - 43 people

- Age - 43
- Gender - 82% Male, 18% Female
- Income - \$81,600



Positioning

The Clusters

Cluster 1 -

- **Word of Mouth - 55.47%**
- Walk By - 28.76%

Cluster 2 -

- Word of Mouth - 41.93%
- Walk By - 35.48%

Cluster 3 -

- Word of Mouth - 65.21%
- Walk By - 31.52%

Cluster 4 -

- Word of Mouth - 44.18%
- Walk By - 41.86%

Positioning Implementation

Product Positioning

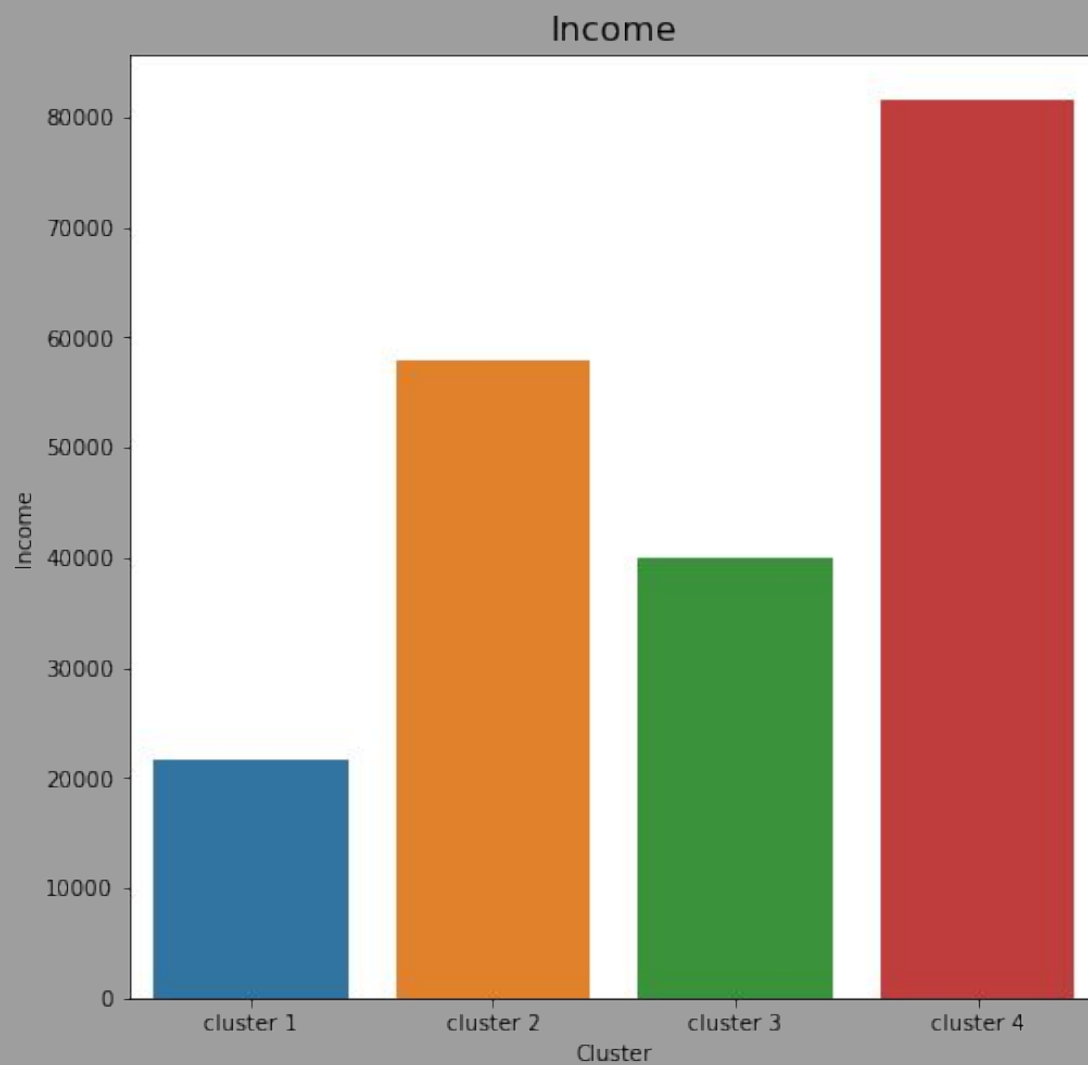
Food with Integrity:

- Consumers do not have infinite money
- Make them feel as if the dollars they are spending are doing good not just for them but for the community.
- Bang for your buck is unmatched and it is healthy.
- 1 meal of food and drink is the same as 2 at McDonalds and more nutritious

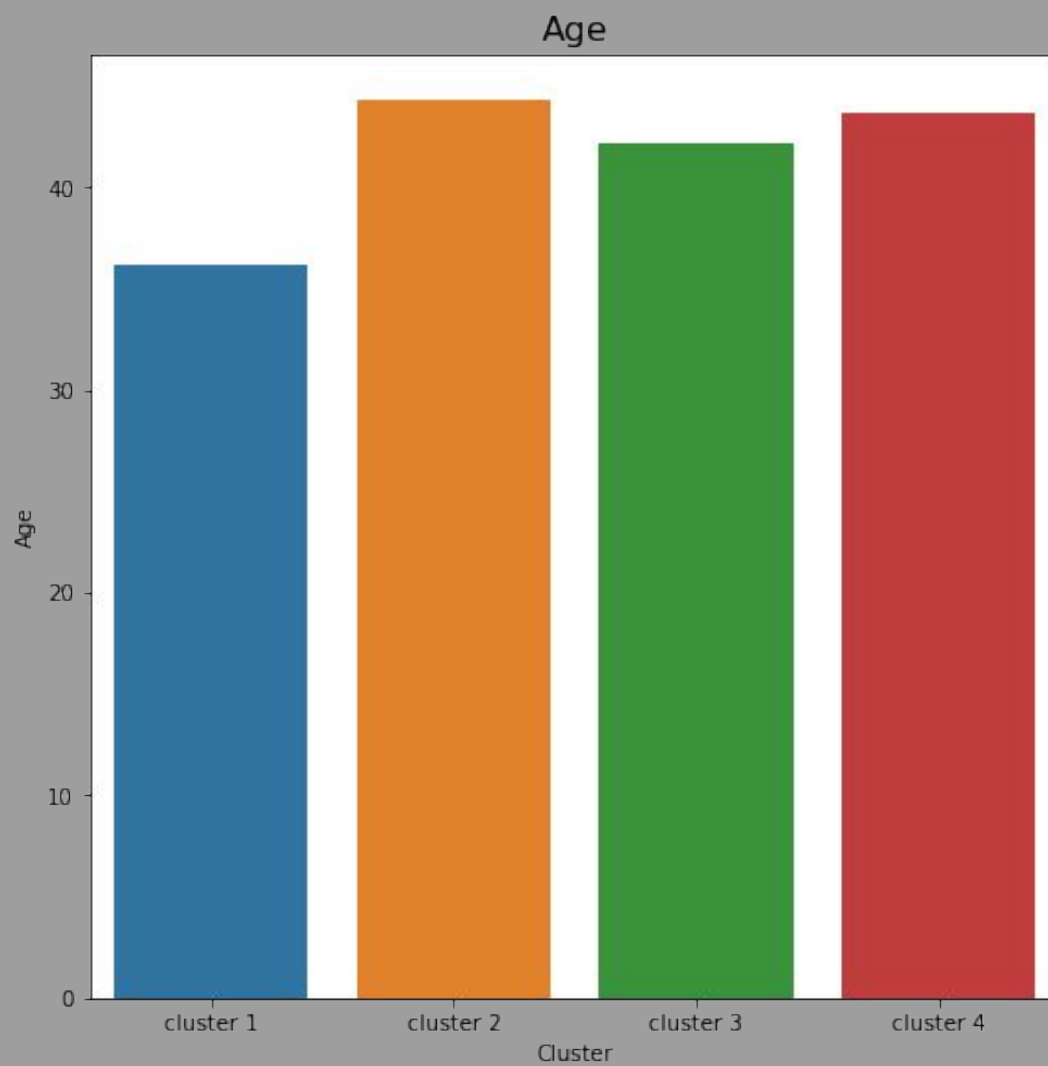
Marketing Mix

- **Product**
 - Healthy Mexican food with large amounts of rice and beans (increase)
- **Place**
 - Lower income neighborhoods
- **Price**
 - Up to \$7.50 for a large burrito
- **Promotion**
 - Be in community events for local school sports team, and showcase the how nutritious and large the meals are

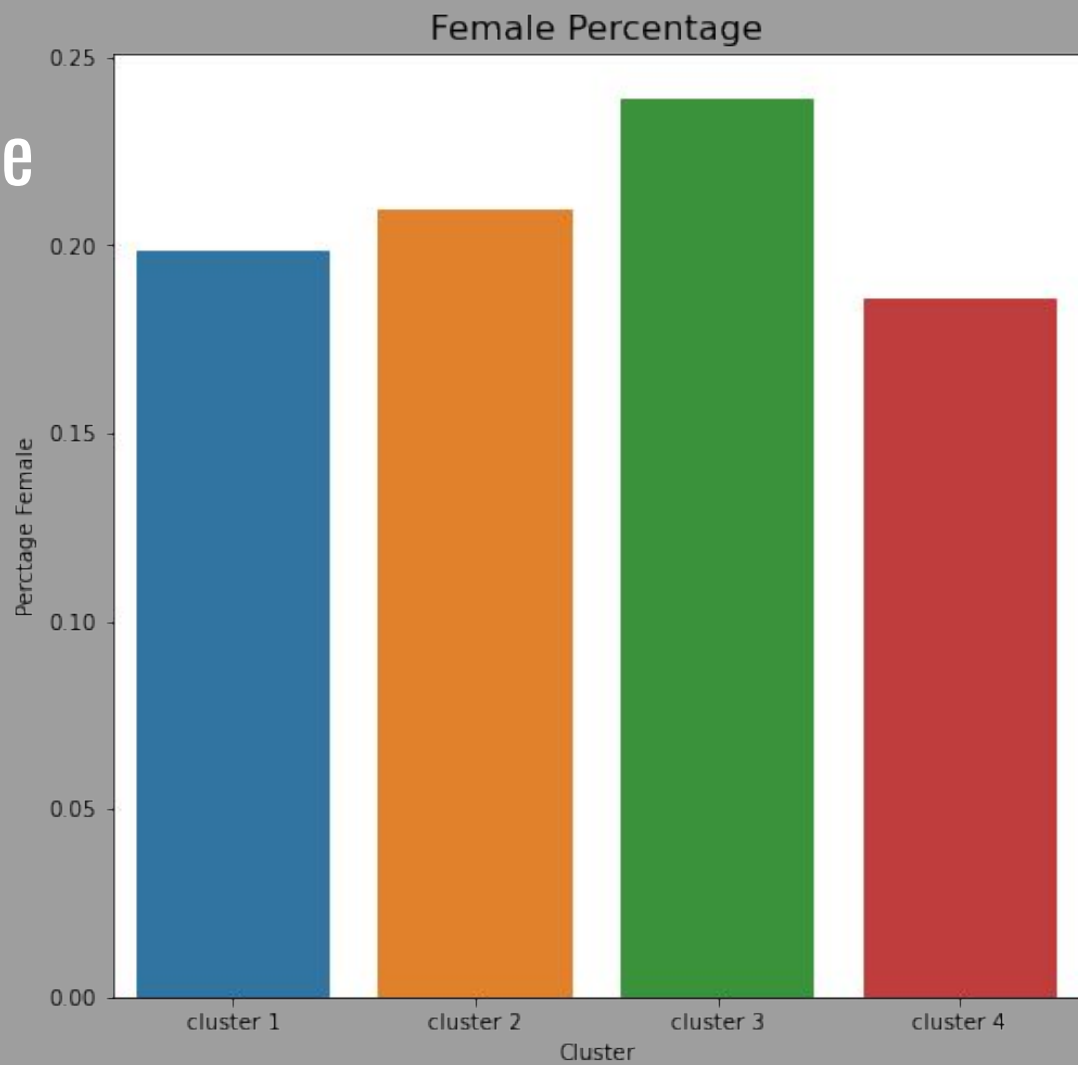
Income

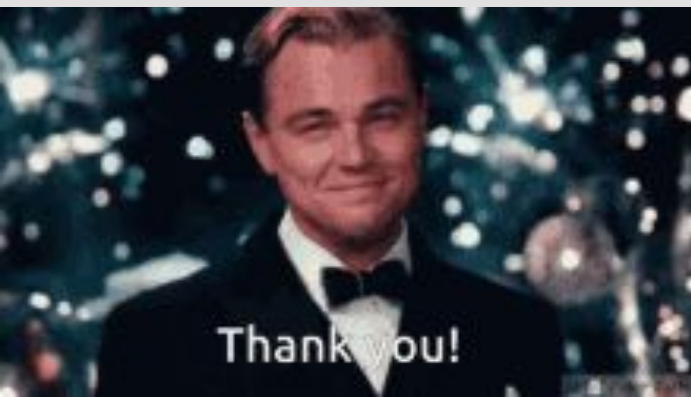


Age



Percentage Female





**Thank you!!
Questions**

