

# BOORITO MARKETING OVERVIEW

**Summary:** Chipotle will promote the Roblox Boorito experience across all owned channels reaching a combined audience of 25 Million+ millennial and Gen Z superfans. Chipotle will also create a robust earned media plan to reach the masses, give away \$1M in free burritos to amplify headlines, and create an on platform advertising plan

## 20M EMAIL SUBS

Email driving our 20 Million Loyalty members to Roblox

## 5.5M SOCIAL FANS

Robust social plan across all channels driving superfans to Roblox

## 1B+ PR IMPRESSIONS

on average

Robust Earned media plan driving the masses to Roblox

### INFLUENCERS

Collaborate with influencers who love Roblox and Chipotle. Influencers will play our game, create VOD content, and drive people to Roblox via social

### PAID MEDIA

Create a Roblox on-platform advertising plan throughout game flight driving core Roblox users to the experience

### \$1M IN FREE BURRITOS (100K CODES)

In the Boorito experience, Chipotle will give away \$1M in free burritos (100k codes) exclusive to Roblox. This will drive mass headlines and drive our predominantly millennial and older Gen Z audience to Roblox

### OUR DEMOGRAPHIC

50% of Chipotle consumers are between the ages of 18-39. Chipotle's social audience is predominantly a mix of millennials and Gen Z, plus Chipotle is a leading brand on TikTok amongst Gen Z