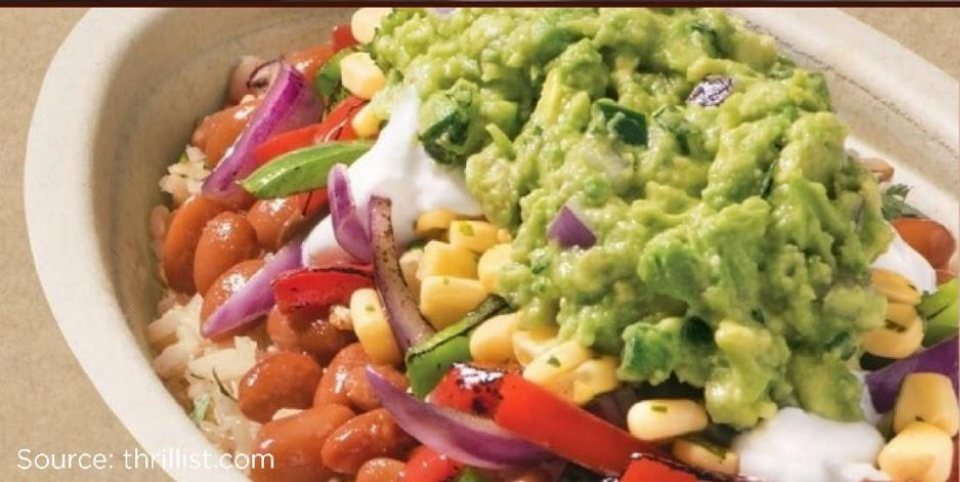






Source: USAToday



Source: thrillist.com

Current Big Picture

BUSINESS OBJECTIVE

→ Quick Service • Fast Casual • Limited Service Mexican

CORE COMPETENCE

→ Customization + quality ingredients

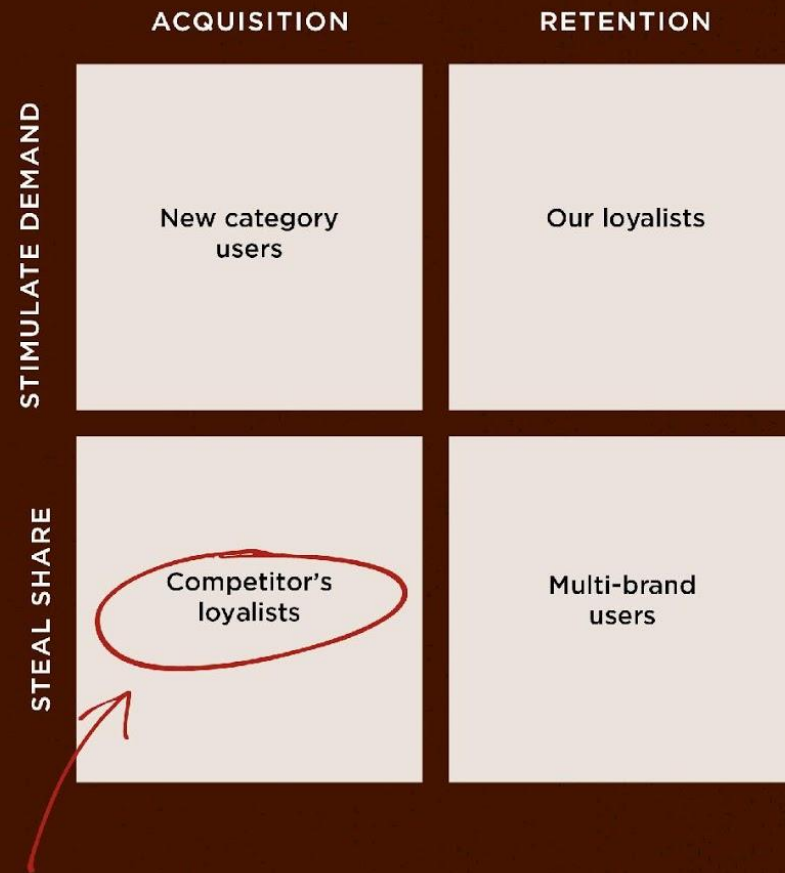
STRATEGIC ASSET

→ 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

- Millennials, 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



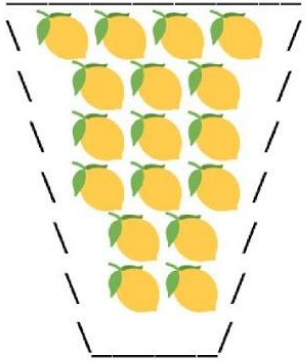
Source: People.com



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

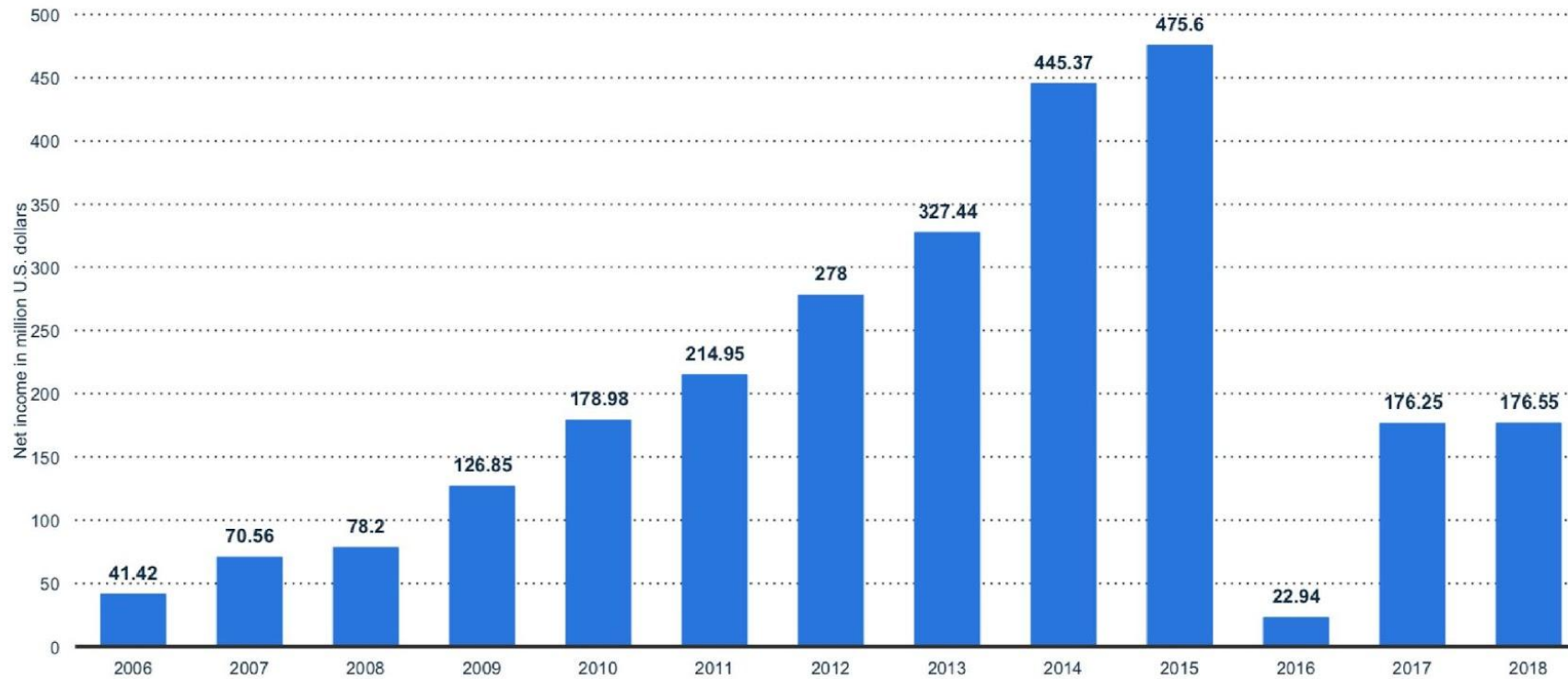


Source: CDC, MarketWatch

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](#)



Chipotle  @ChipotleTweets · Sep 6, 2016



How many burritos?

37% 69

63% 420

90,795 votes • Final results



Joey Alf

@joeyalf

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

♡ 17 3:12 PM - Sep 6, 2016



[See Joey Alf's other Tweets](#)



Source: businessinsider.com

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

TV ADS

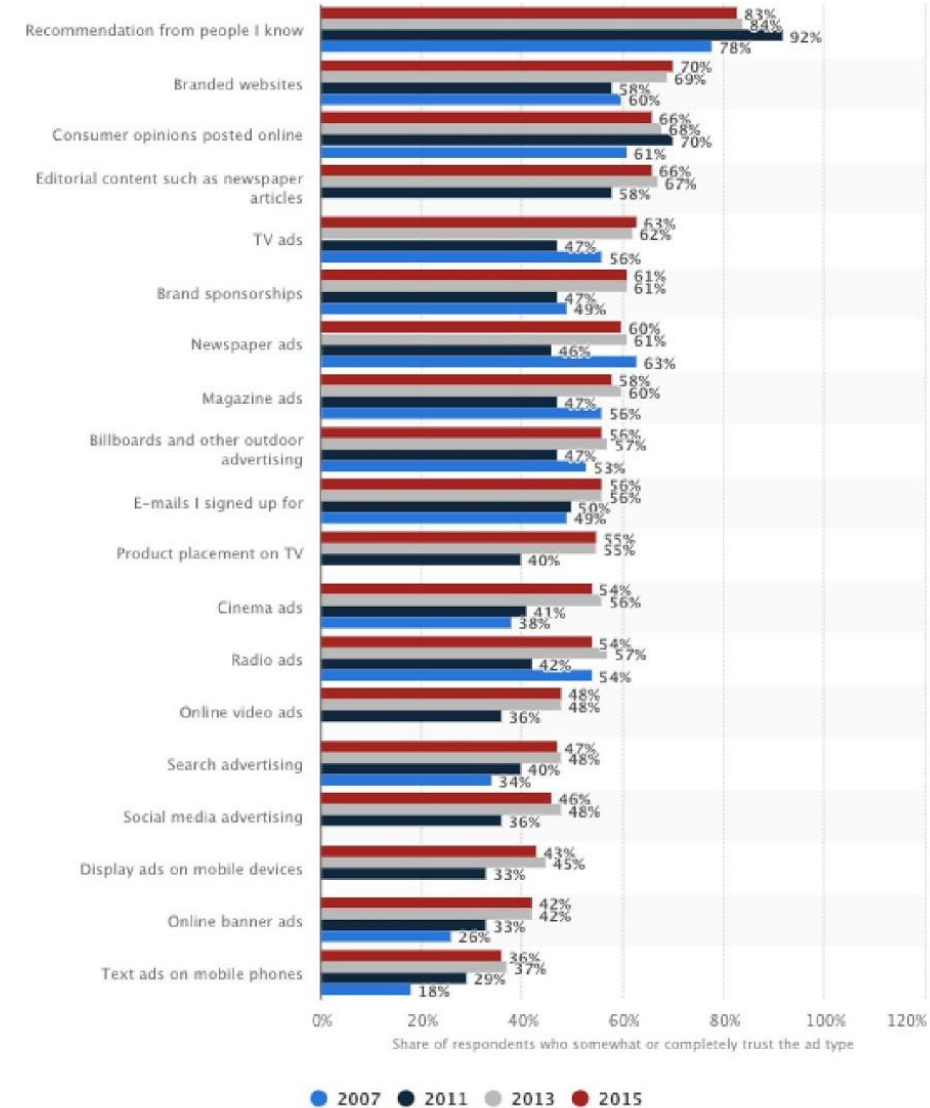
→ 63% in 2015

SOCIAL MEDIA

→ 46% in 2015

WORD OF MOUTH

→ 83% in 2015

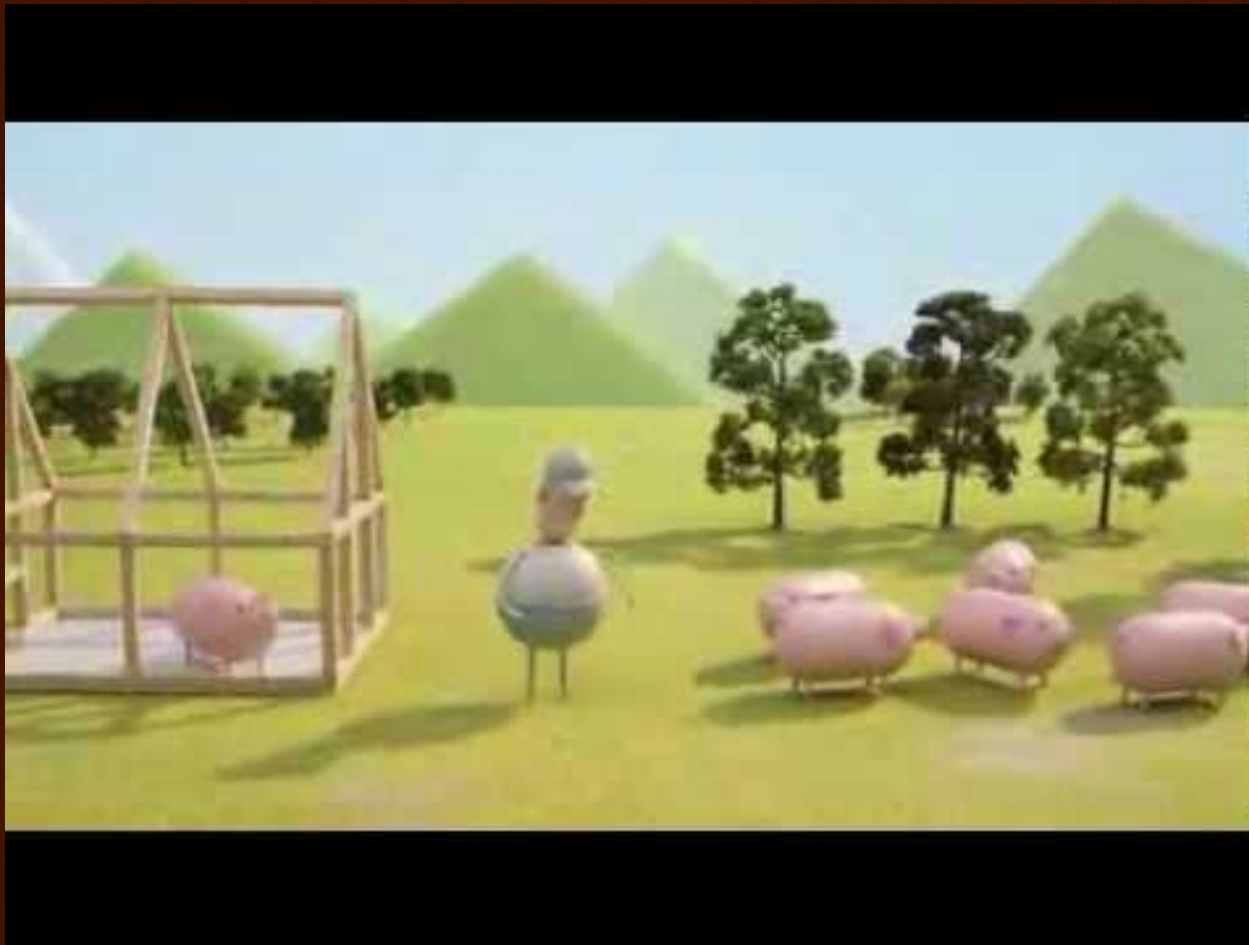


Current TV Advertisement



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

Animated Short: Back to the Start (2011)



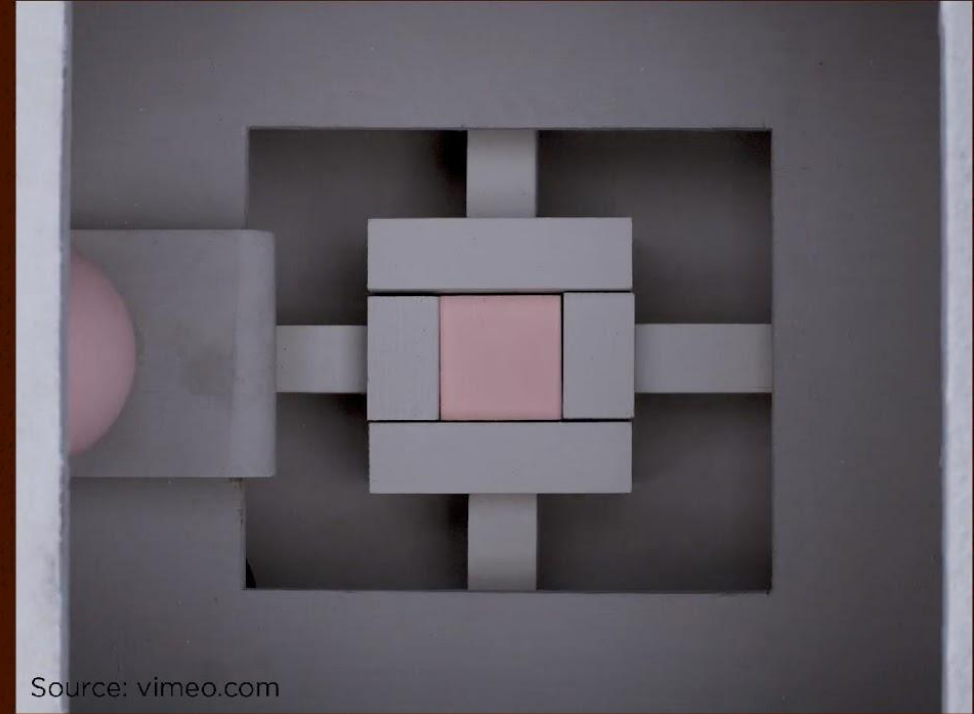
Back to the Start (2011)

THE NEW SCIENCE OF VIRAL ADS

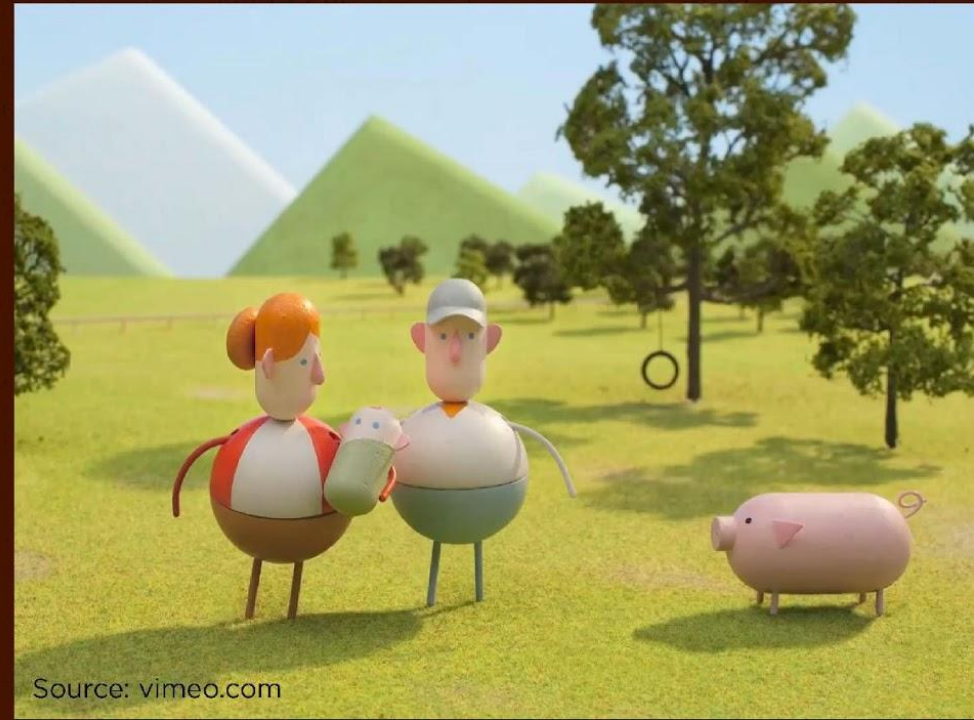
- No prominent, off-putting brand
- Emotional rollercoaster
- Very shareable

STORYTELLING

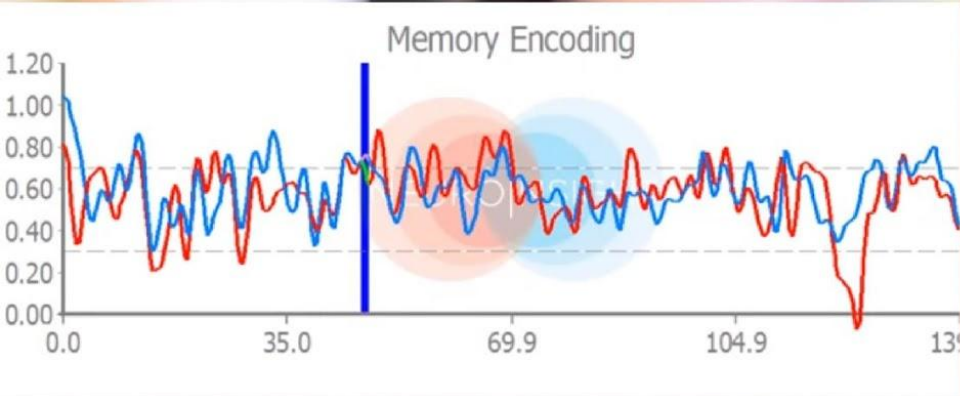
- Captures the power of storytelling
- Connects with the audience



Source: vimeo.com



Source: vimeo.com



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
@mrm00



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

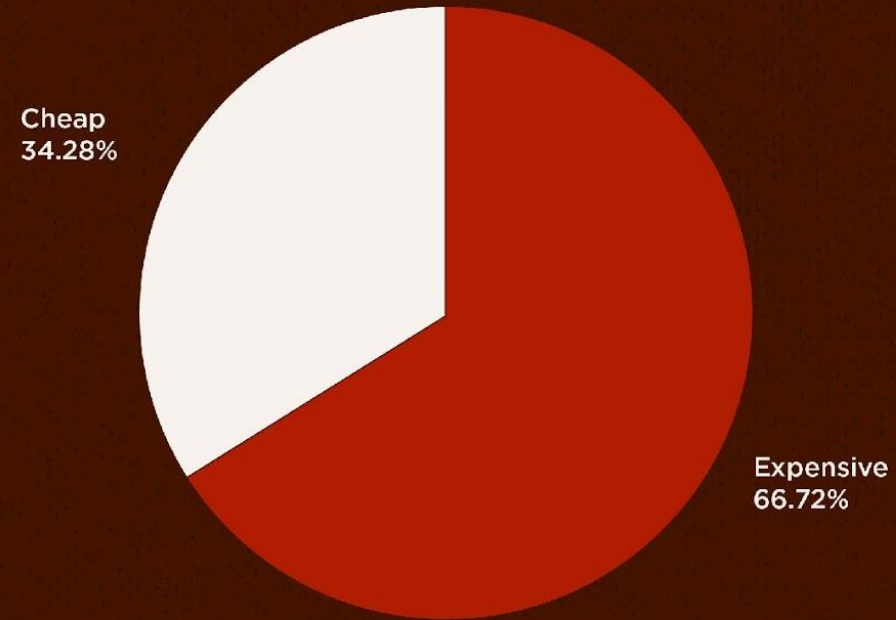


[See Matt Parker's other Tweets](#)



Source: Twitter

Survey: Is Chipotle cheap or expensive?



Sample size: 353

Cheap: 121

Expensive: 232

Fast Casual • Limited Service Mexican



QDOBA
MEXICAN EATS™

\$7.45-\$8.65



MOE'S
southwest grill

\$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

Source: whatsgabycooking.com



Source: Unsplash



Conclusion

“Cultivate a better world”


→ Lifestyle brand

Price increase

→ Fast casual quality

Cosmetic changes

→ Consumer trust



More than
just a burrito

THANKS