



Cut The Queso

Supporting sales for Chipotle's new
vegan burrito option



PGS
Practice. Good. Strategy.



Team



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**“Strategy will take
you far. Good
strategy will help
you go the distance.”**

-Bill Taylor, PGS CEO

Roadmap

Objective
What We'll Do

1

Audience
Who We'll Reach

3

Tactical Timeline
Plan to Achieve Our Goal

5

Strategy
How We'll Do It

2

Media Tactics
Methods to Reach Our Audience

4

Measurement
How We'll Know We're Successful

6

1

Why Chipotle is Successful

Previous Campaign
Success



WE BELIEVE THAT
FOOD HAS THE POWER
TO CHANGE THE WORLD.



Previous Success

- Strong, interactive social media channels
 - “Unlock the Guac”
 - #GuacDance Challenge
- Positive, robust media coverage
- Versatile media campaigns





ORGANIZATIONAL CHANGE

Chipotle Now Offering Employees Free Degrees in Agriculture, Culinary, Hospitality

[Sustainable Brands](#)

Media Headlines

Robust media coverage highlighting Chipotle's achievements and goals

Chipotle Accomplishes 51 Percent Waste Diversion Rate in 2020 Sustainability Report

[QSR Magazine](#)

Chipotle CEO on stores damaged in protests: 'We can patch up and fix'

[CNBC](#)

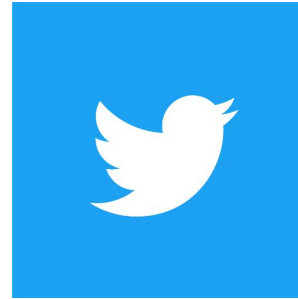
1.5 MILLION

TikTok Followers



1 MILLION

Twitter Followers



1.1 MILLION

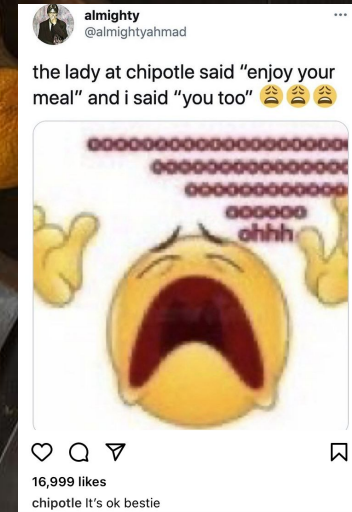
Instagram Followers



“

Chipotle probably is one of the few brands that has a good handle on who their customer base is exactly. The company embraces their consumers and releases funny Tweets to call them out and/or support them.”

Urban Matter



BRIEF

Chipotle duets with TikTok creators to celebrate return of carne asada

Published Sept. 28, 2020

By Robert Williams



Courtesy of Chipotle Mexican Grill

How Chipotle became one of the highest performing brands on TikTok by dominating user challenges and partnering with influencers like David Dobrik

[Business Insider, 4-26-20](#)



[Marketing Dive, 9-28-20](#)

2

Cut The Queso

How We'll Support
Chipotle's Vegan Burrito
Sales



Our Strategies

The “how” driving forward the
“what” we’ll accomplish



Four -Pronged Strategy

1

Leverage **#CutTheQueso** social media challenge to raise awareness about new vegan burrito to **existing** and **new audiences**

2

Align product announcement with **Earth Day** to garner **earned media attention**

3

Leverage **owned** and **earned media channels** to promote **education** about sustainable eating and veganism

4

Partner with **local community organizations** (college groups and nonprofits) to support their sustainability and environmentally friendly efforts

Our Audiences

Who we'll reach with this campaign



Target Audience

College students &
young professionals
(ages 18-25) in
metropolitan cities



How We'll Reach Them - PESO Model



Our Media Tactics

Methods to reach our audiences



How a Burrito Can Change the World



Strategy: Leverage social media to raise awareness about our new vegan burrito to existing and potential audiences

PAID

- Promote “How a Burrito Can Change the World” advertisement
- Targeted promoted ads on social media and podcasts

SHARED

- #CutTheQueso social media challenge promoted by social media influencers and KOLs

Strategy: Align product announcement with Earth Day to garner earned media attention

EARNED

- Pitch product announcement around Earth Day (April)
- Pitch Laurie Schalow (Chief Corporate Affairs and Food Safety Officer) to Gastropod for media interview

Strategy: Leverage earned and owned media channels to promote education about sustainable diets and veganism

EARNED

- Highlight health benefits of a vegan diet to media outlets when pitching the story about Chipotle's vegan burrito as a healthy vegan option

OWNED

- Create a "Sustainability" section on Chipotle's existing website to discuss the environmental and health benefits of a vegan diet

Strategy: Partner with local organizations to support their sustainability and environmentally friendly options

EARNED

- Pitch to target media outlets to discuss Chipotle's community investment efforts

OWNED

- Blog posts detailing our community efforts and spotlighting community partner's voices on this channel

Tactical Timeline

How we can reach and exceed our
goals within the course of 12 months





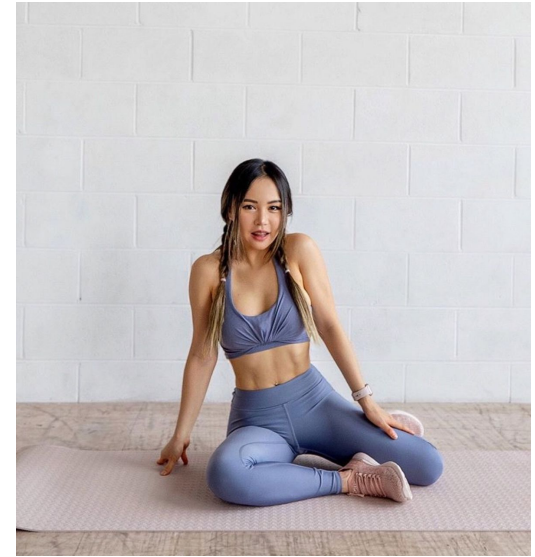
Tactical Timeline



- Monitoring (likes, shares, comments)
- Launch advertisements on [Gastropod Podcasts](#)
- Begin #CuttheQueso Campaign and TikTok Challenge
- Collaborate with Chloe Ting and other desired social media influencers

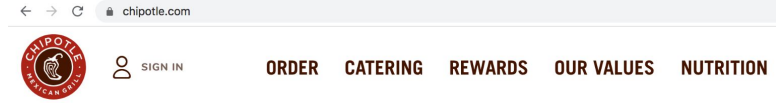


- Announce vegan burrito product launched on Earth Day
- Promote ads for new burrito on social media (Instagram, TikTok)



Chloe Ting Image Source: [LINK](#)

Tactical Timeline



- Add "Sustainability" section to Chipotle's website
- Publish original content about veganism, promoting vegan education



- Launch "How a Burrito Can Change the World" vegan education



Tactical Timeline

- Establish partnerships and collaborations (local communities, restaurants)
- Sustain community investments efforts



- Land more podcast placements with established media friendlies (i.e. Gastropod)
- Introduce spokespeople to food bloggers and influencers (ex: Brittany Di Capua from Boston Food Journal)



- Review campaign performance

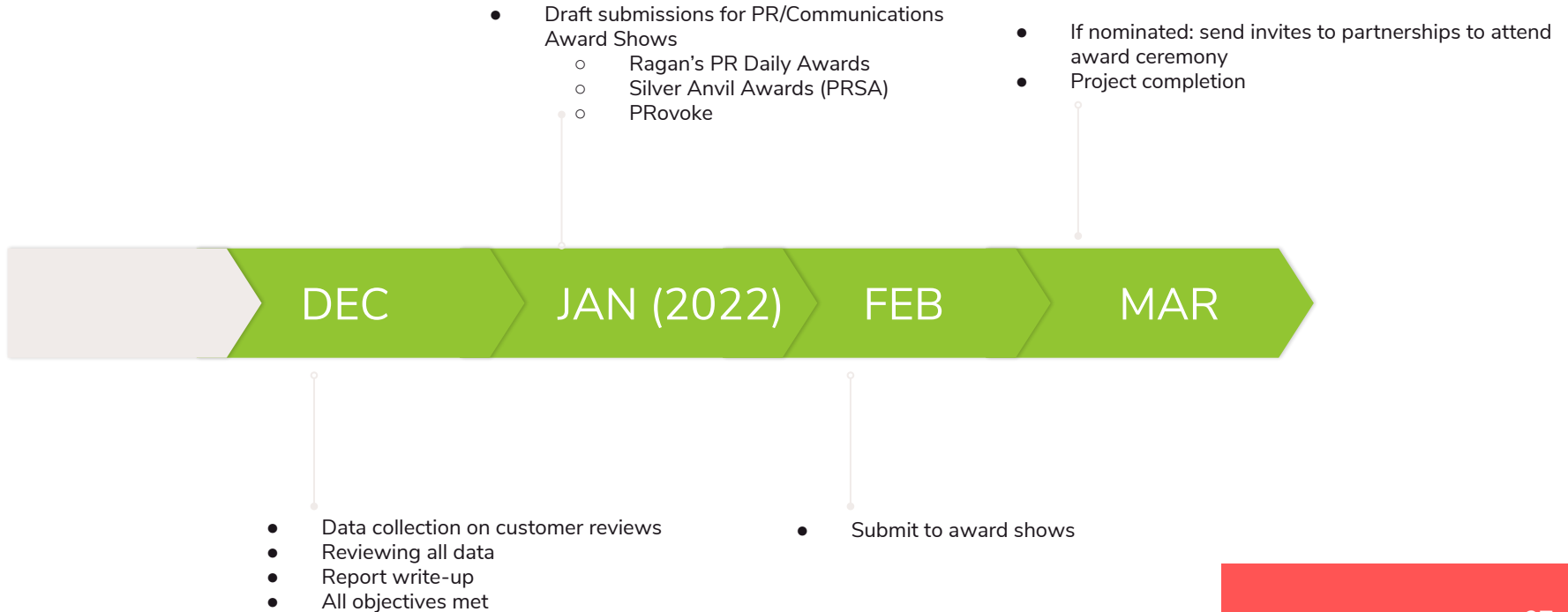
- Continue social media promotions on TikTok, Twitter and Instagram
- Engage audiences on social channels (ex: replies to comment, re-tweets, liking responses and re-posts)



Source: [BFJ](#)



Tactical Timeline



Measurements of Success

How we know we've been successful





Primary Indicator:

People Impacted

- The number of vegan burrito sales after the campaign's launch
- Positive responses from media and our audiences about Chipotle's vegan burrito announcement campaign's impact

Success Indicators



Thank You

We are more than happy to answer any of your questions.

