



HELLO!

2020



WHY 8SHARP?

8 SHARP INDIVIDUALS



Stephen - Account Manager



Heather - Media Planner



Kyle - Copywriter



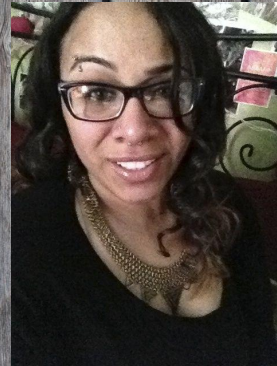
Hiro - Copywriter



Francesca - Art Director



Kevin - Copywriter



Amber - Researcher



Erin - Art Director



THE CHALLENGE



WHERE WE BEGAN



We do it for farmers
animals
the environment
dentists
crane operators
ribbon dancers
magicians
cartographers
and you.



HOW
WE SEE IT

IN THE
KITCHEN

ON THE
FARM

BEYOND



[MENU](#) [NUTRITION](#) [FOOD WITH INTEGRITY](#) [WHAT'S HAPPENING](#) [CATERING](#) [TALK TO US](#)

[careers](#) [gift cards](#)



[LOCATIONS](#)

[ORDER NOW](#)

EVENTS

THE CULTIVATE FESTIVAL IS BACK



CHECK OUT OUR MUSIC AND CHEF LINEUPS

WHAT IS CULTIVATE?

Cultivate is our free festival celebrating sustainable, wholesome, and delicious food. Enjoy cooking demos, great food, live music, local artisans and plenty of activities for kids. Check out what cities we will be visiting this year:

Designing Perennial Polycultures, Dave Jacke, Edible Forest Gardens



Know Your Supplier: A Panel Discussion on Farmers and Food Companies Working Toward Building a Locally Sourced Food System // *Anna Castellani, Foragers; Beth Forster, Blue Apron; Ashley Mueller, Greenmarket Co; Matthew Preston, Dig Inn; Jim Brinkley, Mrs. Green's Natural Market Food Group; Jason Grauer, Stone Barns Center*



chipotlemexicangrill

FOLLOWING

Chipotle The official Instagram of Chipotle Mexican Grill. [chipotle.com](https://www.chipotle.com)

398 posts

268k followers

13 following





Chipotle Mexican Grill



Food/Beverages

Like

Share



Timeline

About

Photos

Videos

More



2,786,192 people like this

Austen Keim and 4 other friends



4,914,457 people have been here



Invite friends to like this Page

ABOUT



20k

3k



Ask for Chipotle Mexican Grill's address



Ask for Chipotle Mexican Grill's phone



<http://www.chipotle.com/>

Post

Write something...



Post



Chipotle Mexican Grill

December 2 at 6:28pm · 🌐

Some kids ate their vegetables and grew them too. Check out the livestream of the Young Farmers Conference at Stone Barns Center for Food and Agriculture December 3-4.

<http://www.virtualgrange.org/learn/young-farmers-conference/>



SAVE THE DATE
December 2 - 4, 2015

Young Farmers
Conference



Create Page

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2002
- 2000
- 1993



TWEETS **414K** FOLLOWING **200** FOLLOWERS **721K** LIKES **22.5K** LISTS **5**

[Follow](#)

Chipotle ✓

@ChipotleTweets

The Official Chipotle Mexican Grill Twitter Account

chipotle.com

Joined May 2010

538 Photos and videos



Tweets Tweets & replies Photos & videos



Chipotle @ChipotleTweets · Dec 3

It's impossible to eat chips and hear the TV. But also impossible to stop.

Retweets 304 Likes 871



Chipotle @ChipotleTweets · Dec 3

Finally, it's just me and you.



New to Twitter?

Sign up now to get your own personalized timeline!

[Sign up](#)

You may also like · Refresh



Taco Bell ✓
@tacobell



Michael dancing to ✓
@Michaelcdancing



Panera Bread ✓
@panerabread



SUBWAY ✓
@SUBWAY

Chipotle Mexican Grill



Cincinnati Food and Wine Pairing Contest

Cincinnati Food and Wine Pairing Contest

This contest involves a social media-based promotion by CMG Strategy Co., LLC on behalf of Chipotle Mexican Grill to provide 3 prize packages on September 1, 2015, each consisting of 2 VIP passes to the 2015 Cincinnati Food and Wine Classic, which includes all four of the Classic's marquee events, the Classic VIP Lounge staffed with some of the city's most popular bartenders, and exclusive daytime programming. Marquee events include the Pork Chopped Grand Tasting & Competition (9/11), Saturday Savor (9/12), Feast in the Park Grand Tasting (9/12), and Sunday Savor (9/13). The contest is subject to the following official rules:

OFFICIAL RULES

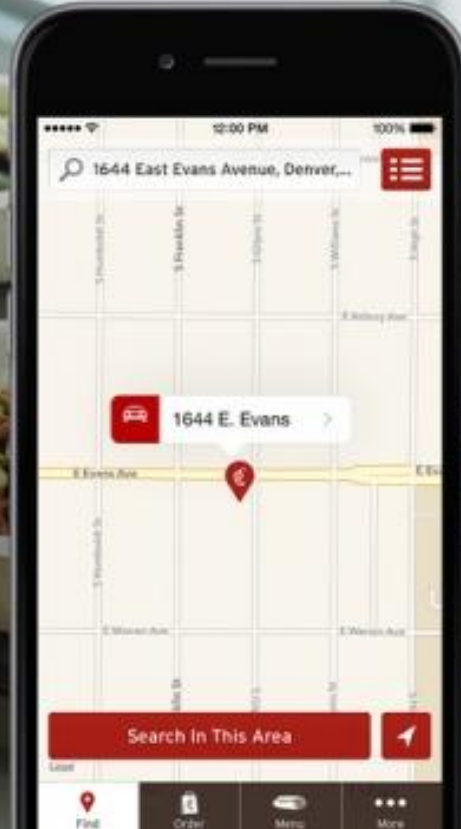
1. No purchase necessary to enter or win. Void where prohibited. Ordinary internet access, text message and similar charges do apply.

2. Contest period runs from 9:00am ET on September 1, 2015 through no later than 9:00pm ET on that day. Each eligible entrant will be

— READY YOUR PHONE, —
FINGERS, AND APPETITE



— SELECT A CHIPOTLE —
LOCATION





[careers](#) [gift cards](#)

[MENU](#) [NUTRITION](#) [FOOD WITH INTEGRITY](#) [WHAT'S HAPPENING](#) [CATERING](#) [TALK TO US](#)



[LOCATIONS](#)

[ORDER NOW](#)



CATERING

We offer several delicious options that are perfect for any business meeting, event or party—serving as few as 6 or as many as 200. We'll handle the food, which for you means less work, and more kudos.

**CALL US AT 1.800.CHIPOTLE
(1.800.244.7685)**

Orders must be placed 24 hours in advance



COMPETITION IS HEALTHY



A Is for (Raised Without) Antibiotics

See why Panera received an "A" grade in a recent report on reducing use of antibiotics in our meat supply.



Real Roasted Turkey. Real Flavor.

This naturally flavorful protein is in the spotlight for fall.



The (New) Rules of Sandwich Making

Want to build a truly great sandwich? We've got six ways to make it happen.



Clean Ingredients

Learn more about our clean food journey and our No No list.



Transparent Menu

See how we're committed to transparency so guests can choose how they want to eat.



Photo Courtesy of Nirriam Ranch

Positive Impact

Learn how we are committed to making a positive impact on our food system.



Panera Bread @panerabread · Dec 5

A cup of warm soup is all #smiles.



19



96





[MENU](#) ★ [FIND US](#) ★ [ORDER](#)

[SIGN IN](#) for Rewards

PARTY HERO
★ ★ ★ ★ ★ ★ ★ ★
**YOUR BANQUET
BECKONS**

[ORDER NOW](#)



REWARDS

Q CASH

CATERING

★ KNOCKOUT TACOS ★



Qdoba
Mexican Restaurant

Like

Message



Timeline

About

Photos

Qdoba Careers

More ▾

About Qdoba

Page Info

PAGE INFO

Start Date

Born on September 7, 1995

Short Description

Welcome to the official Qdoba® Facebook page. Post, message, or email us at Social@Qdoba.com.

Company Overview

Qdoba® is a Mexican kitchen where anyone can come to enjoy a fresh, handcrafted meal prepared right in front of them. Each one of our restaurants showcases food that celebrates our passion for high-quality ingredients, a menu full of innovative flavors, handcrafted preparation and inviting service. With an extensive menu and wide variety of unique menu items, every guest can find a culinary creation sure to satisfy their taste buds.







IMMERSION



RESTAURANT VISITS





EXPERT INSIGHTS

HAIN PURE PROTEIN CORPORATION
FREEBIRD CHICKEN
BELL & EVANS



NO TV COMMERCIALS
NO GIMMICKS



**CUSTOMERS SHOULD KNOW
THEY MATTER**



**“CHIPOTLE HELPS PEOPLE SHOW THE DEMAND
FOR FRESH INGREDIENTS THAT RESPECT
ANIMALS, THE ENVIRONMENT, FARMERS AND
THE WORLD.”**



**WE WANTED TO KNOW WHAT
PEOPLE KNEW...**

**WE WANTED TO KNOW WHAT
PEOPLE KNEW...**

**WHICH DIDN'T TURN
OUT TO BE MUCH...**

Basic Knowledge

- 1) How many of you have heard of Chipotle?
- 2) How many of you eat at Chipotle?
 - a) How often?
- 3) What do you think of the company? (not the food, the brand itself)
- 4) What do you know about what Chipotle does?
 - a) **Note (don't bring it up, we don't want bias):**
 - Ingredients?
 - Their stand on helping the world?
- 5) **Word Association:**
 - a) First 3 words that come to mind when you hear "Chipotle"

White Card Concepts

Probing

Conclusion

- 1) After reading these...
How would you describe Chipotle to a friend in just one phrase?







BARRIERS TO BREAK

“convenient”

“organized”

“quick”

“JUST ANOTHER
BURRITO PLACE”

“fresh”

“filling”

“spanish food”

“burrito”

“fast growing”



**YOU ASKED US TO
FOCUS ON MILLENNIALS...**

**YOU ASKED US TO
FOCUS ON MILLENNIALS...**

**BUT WE DUG A LITTLE
DEEPER**

The image features a background of vertical wooden planks, likely made of pine or a similar softwood, showing natural grain patterns and knots. The planks are arranged in a regular, parallel fashion. Overlaid on this background is the text 'GEN Z' in a large, bold, white, sans-serif font, centered horizontally and vertically.

GEN Z

“If, as a brand, you aren’t putting energy into understanding Gen Z you are losing an opportunity to anticipate the future of consumer behavior.”

- Deep Focus CMO, Jamie Gutfreund

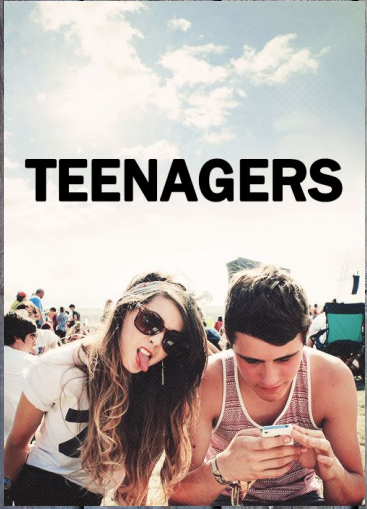


GENERATION Z

DIGITAL. INDEPENDENT. GLOBAL. UNAFRAID.



"In this world, everything is connected. The decisions you make matter, and are going to shape the world. So make great decisions. We all drink the same water. We all live under the same sky." - Xiuhtezcatl Roske Martinez



MEET GENERATION Z -

THE

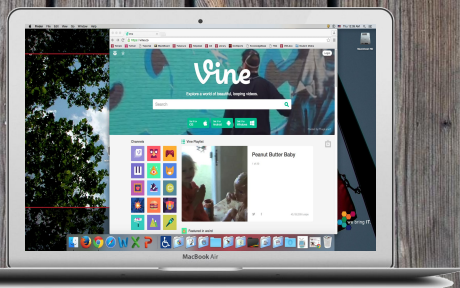
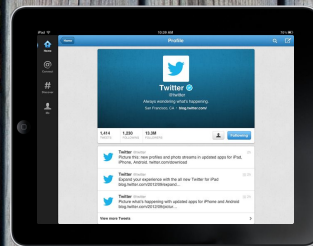
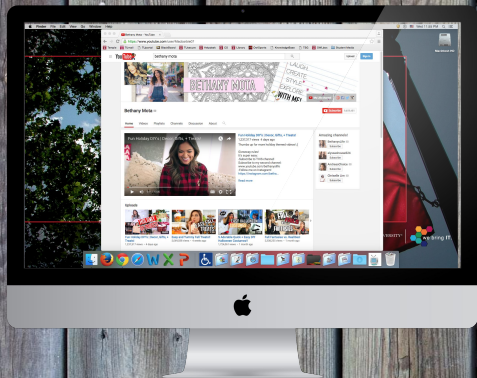
BOLD REBELS WITH THE

CAUSE

TO SAVE THE WORLD

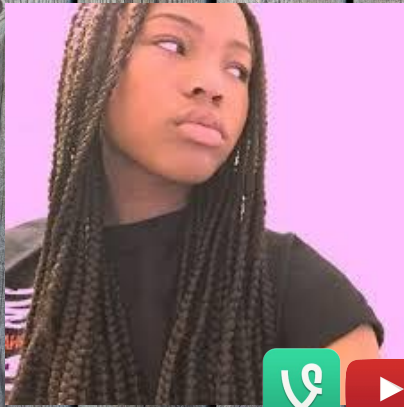
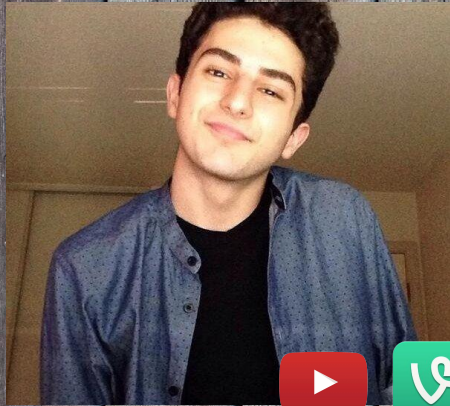


5 DEVICES





**EVERYDAY PEOPLE
SOCIAL MEDIA CELEBRITIES**





“THE BIG IDEA”



The mission to help others create positive change in the world around them, and to realize all that Chipotle already does, led us to our tagline...



“FARM RAISE YOUR STANDARDS”

Slides

1 Present the Challenge

2 Background

- Threading Address
- Research
- Current Campaigns
- Positives + Negatives

3 Competition

- some info here for competitors

4 Psychographic

- who is he/she?
- Mood Board

5 Strategy

6 Brand Voice - your voice to car

↳ Lead in to tagline

7 Creative

↳ PRINT - TV - OUTDOOR -

DIGITAL - SOCIAL - SPONSORED - GUERRILLA

8 ECOSYSTEM

- recap of how traffic is driven,
how it all would work

SHARP SHARP

BIG IDEA

- "Dropping Knowledge"
- "WAKE UP + learn about
where your food comes
from."

FARM RAISE
YOUR STANDARDS

MOBILE

* = disruptors

- app - push notifications about local
community service opportunities
- mobile game:

WEB

- native: BUZZfeed - "How farm raised are
your standards?"
- happy/roaming animal banner ads

SOCIAL

- Twitter: "bite-sized ways to help the world"
- Instagram: Farmer take-over
- YouTube (video): ask customers questions
about what Chipotle does for free meal.
- Tumblr - new tumblr page for Chipotle

OUTDOOR

- billboard: "_____ - not enough."
#farmraise your standards
- BUSES: 1) stand alone - virtual reality windows
of farms; 2) softmax sedan (cash cab) - partner
w/ Uber*

STORE

Touchpoints:

- front doors/windows -
- inline (NEC) - beacons - to send local community service opps.
- counter -
- cashier/employee -
- food case -
- tray/bag/cups - highlighting people doing good for Chipotle
and the world
- pay -
- sit/eat -
- throw out/return -

Requirements

- Delaware Valley DMA → Washington
- No budget
- No events
- NO Changing menu
- Carnitas = good
- Not too preachy
- eat out socially + mission based
- big foil burrito is icon
- no fundraising

Strategic objectives

- ▶ next best thing for millennials
- ▶ mobile - drive to app
- ▶ catering
- ▶ differentiate against fakers
- ▶ sell more
- ▶ help me change the world



CREATIVE



SUBWAY

IT'S FINALLY HERE.

Chipotle's very own catering vehicle has arrived. Despite its name, we're dishing out everything on the menu.

In continued efforts to Farm Raise our Standards, we've kicked off the Sofritas Sedan to help you plan your next party - because that's how we roll.



Get it?





BILLBOARD

JUST ORGANIC?



NOT GOOD ENOUGH.



JUST FREE RANGE?



NOT GOOD ENOUGH.

JUST NON-GMO?



NOT GOOD ENOUGH.



#FARMRAISEYOURSTANDARDS





ST ORGANIC?



NOT GOOD ENOUGH.

GE?



NOT GOOD ENOUGH.



NOT GOOD ENOUGH.



FARM RAISE YOUR STANDARDS



ONLINE

MAIN

- Browse
- Activity
- Radio
- Follow
- Top Lists
- Messages
- Play Queue
- Devices
- App Finder
- TuneWIK

YOUR MUSIC

- Songs
- Albums
- Artists
- Local Files

PLAYLIST

Evening Commute

JUST ORGANIC?



NOT GOOD ENOUGH.

#FARMRAISEYOURSTANDARDS

- Create
- TRAC
- + Hol
- + Sex
- + I'm l
- ✓ Bro
- + You
- + Dro

- + Beggin For Thread Banks 4:10 Beggin For Thread 6 days ago Spotify
- + Giving Up HAERTS 4:16 Giving Up 6 days ago Spotify

Sandra Beijer listened to



You and Me
You+Me

Using Browse

Caroline Udman listened to



Wild for the Night
ASAP Rocky, Slick Rick, Bird...

Ellen Claesson listened to



Missin You (feat. Dpat)
ATG, D Pat

Maria Ostling listened to



It Takes A Fool To
Remain Sane
The Ark

Using Search

Sandra Beijer listened to



Impossible (Acoustic)
Maddi Jane

Using Browse

Ellen Claesson listened to



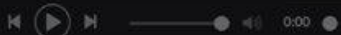
Faded
Zhu



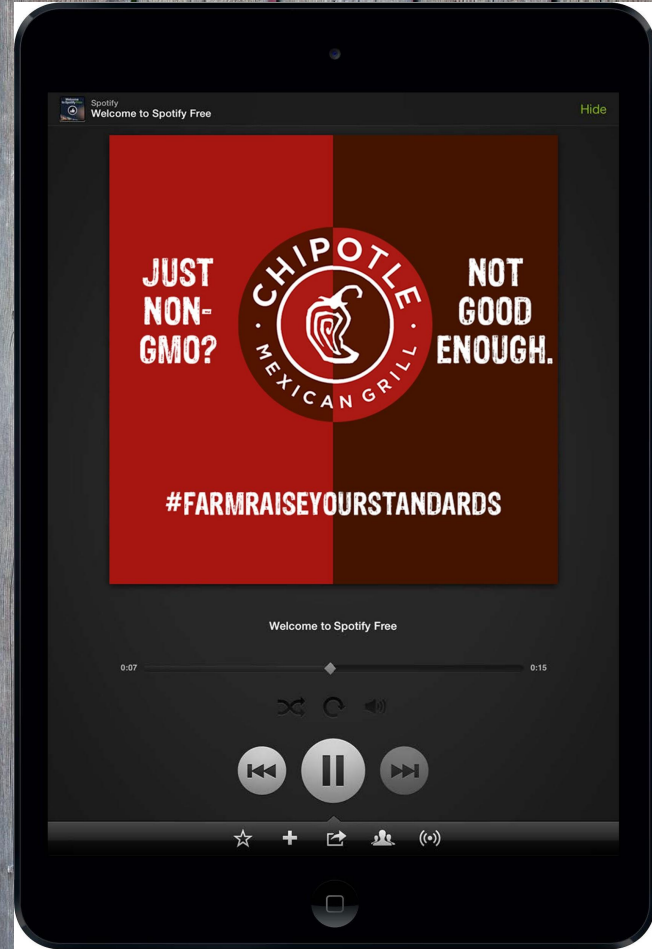
JUST FREE RANGE? NOT GOOD ENOUGH.

#FARMRAISEYOURSTANDARDS

Midnight
Coldplay



4:55



The image features a background of vertical wooden planks, likely made of pine or a similar softwood, showing natural grain patterns, knots, and some minor imperfections. The planks are arranged in a regular, parallel fashion. Centered horizontally and vertically over this background is the word "GUERRILLA" in a large, bold, white, sans-serif typeface. The text is completely opaque and stands out sharply against the darker, textured wood.

GUERRILLA

VEHICLE OF CHANGE TOUR



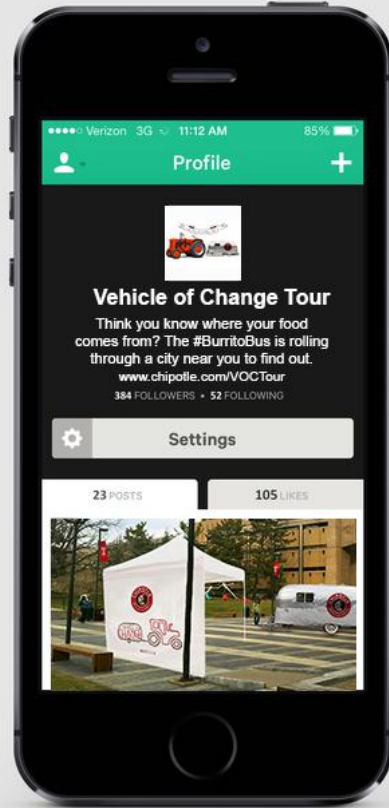




SOCIAL

The image features a background of vertical wooden planks, likely made of pine or a similar softwood, showing natural grain patterns, knots, and some minor imperfections. The planks are arranged in a regular, parallel fashion. Overlaid on this background is the word "VINE" in a large, white, sans-serif font, centered horizontally and vertically. The text is bold and clear, standing out against the darker, textured wood.

VINE





YOUTUBE

- What to Watch
- My Channel
- My Subscriptions
- History
- Watch Later 4

PLAYLISTS

- Liked videos

SUBSCRIPTIONS

- Every Interaction
- Browse channels
- Manage subscriptions



Chipotle

Subscribe 3,562,368

Home Videos Playlists Channels About

What to watch next



Vehicle of Change Tour 2015 by Chipotle 4,273 views 7 hours ago



VOC Tour: Temple University by Chipotle 324 views 18 hours ago



VOC Tour: Ohio State University by Chipotle 324 views 18 hours ago



VOC Tour: Towson University by Chipotle 324 views 18 hours ago

Featured Channels

Chipotle Careers Subscribe

Farmed And Danger... Subscribe

Related channels

BuzzFeedVideo Video Subscribe

BuzzFeedBlue Subscribe



SOFRITAS SEDAN always improving
 know your food FARM RAISE YOUR
 BURRITO BUS GMO NOOOO WAKE UP AND CHANGE THE WORLD
 www.chipotle.com

SO MANY STORIES PACKED INTO ONE BURRITO...

Chipotle

Home Videos Playlists Channels About

What to watch next



Vehicle of Change Tour 2015

by Chipotle 4,278 views 7 hours ago



VOC Tour: Temple University

by Chipotle
324 views 18 hours ago



VOC Tour: Ohio State University

by Chipotle
324 views 18 hours ago



VOC Tour: Towson University

by Chipotle
324 views 18 hours ago



TUMBLR

Search chipotlestories



SO MANY STORIES PACKED INTO ONE BURRITO...



CHIPOTLE MEXICAN GRILL

<https://www.chipotle.com>

[HOME](#) [BLOG](#) [ARCHIVE](#)



Our chicken travels a short distance to get from farm to burrito bowl at our Philadelphia stores thanks to our PA



Sometimes we feel like people think all we do is make burritos. We also hold the Cultivate Festival every year! Check out these pictures from last year's event to learn more about what we do outside of our stores.



CHIPOTLE HONORS

Do you know the difference between pasture raised and grass fed?

We took a seat in the grass, and hung



How well do you know where your food comes from?

Chipotle's #BurritoBus will be rolling to a city near you on its Vehicle of



SO MANY STORIES PACKED INTO ONE BURRITO...

more than a burrito
 change taste you can
 rich soil bite-sized ways to change the world
 SOFRITAS SEDAN always improving
 know your food
 BURRITO BUS GMO NOOOO WAKE UP AND THE WORLD
 helping local farms 
 happy, free roaming animals
 EAT GOOD DO GOOD FEEL GOOD
 FARM RAISE YOUR STANDARDS 
 CHIPOTLE MEXICAN GRILL 
 CHIPOTLE HONORS 
 VEHICLE OF CHANGE TOUR 

The image features a background of vertical wooden planks, likely made of pine or a similar softwood, showing natural grain patterns and knots. The planks are arranged in a regular, parallel fashion. Centered horizontally and vertically over this background is the word "TWITTER" in a large, bold, white, sans-serif typeface. The text is completely opaque and stands out sharply against the darker, textured wood.

TWITTER



TWEETS 414K PHOTOS/VIDEOS 538 FOLLOWING 202 FOLLOWERS 721K FAVORITES 22.6K More

Follow

Chipotle @ChipotleTweets
The Official Chipotle Mexican Grill Twitter Account
Your City Here, State
chipotle.com
Joined May 2010

Tweet to Chipotle

443 followers you know



Chipotle @ChipotleTweets - Dec 10
We're on the move. Next stop, @TempleUniv.
#VOCTour
<http://bit.ly/5516RE>

Chipotle @ChipotleTweets - Dec 10
Did you see our article on Buzzfeed? 5 Sad Truths Behind the Food You Eat.
<http://bit.ly/687MA5>

5 Sad Truths Behind The Food You Eat

On average, Americans spend less than ten percent of their income on food. Fifty years ago it was nearly twice as much. How is this possible?? Factory farming and

Who to follow · Refresh · View all

- Design Milk** @DesignMilk
Follow
- Bē** @Behance
Followed by Darren McDerm...
Follow
- P** Pentagram Design @Pentag...
Follow

Popular accounts · Find friends

Trends · Change

- #V5FashionShow
- #ScreamQueens
- #BeingMaryJane
- Trump



BUZZFEED

70% of processed food on American shelves contain GMO's and none are labeled

What is a GMO? A GMO is a Genetically Modified Organism which, simply put, help crops survive the nasty herbicides and pesticides that invisibly contaminate your food. Most major crops like corn, rice and beans are exposed to these GMO's so that these farms can grow them on a ridiculously large scale.



Corn is used in 75% of products found in supermarkets. And a lot of that corn is taken from these farms who mass produce it using GMO's. So avoiding them is nearly impossible, especially when they aren't labelled. Just take a moment and think about all of those chemicals going into your body.



["This Week In Cats" Is The Most Important Newsletter You Can Get](#)

Now Buzzing



[17 Stoner Gifts To Help Your Pothead BFF Get Blazed As Hell](#)



[22 Times The Philippines Proved It Had No Chill In 2015](#)



[23 Times "30 Rock" Perfectly Summed Up Finals Week](#)

5. Animal cruelty.



Factory farms might be best known for the way they treat their animals. In order to produce their products at a rapid pace they use inhumane methods of raising their animals.

Cows are taken at 6 months old and are forced to eat an unnatural diet that causes them to grow them to their “market weight” of 1200 pounds. This growth happens over the course of 6 months and at 1 year old they are sent to the slaughterhouse.





All this and more happens behind the scenes of the food you eat. And hardly anyone is doing anything to change it. Restaurants like Chipotle are asking people to Farm Raise Your Standards and speak out against these farms. Visit to learn more about what you can do to change the way food is raised and eaten around the world.



#FARMRAISEYOURSTANDARDS

This post was created by a user and has not been vetted or endorsed by BuzzFeed's editorial staff. BuzzFeed Community is a place where anyone can post awesome lists and creations.

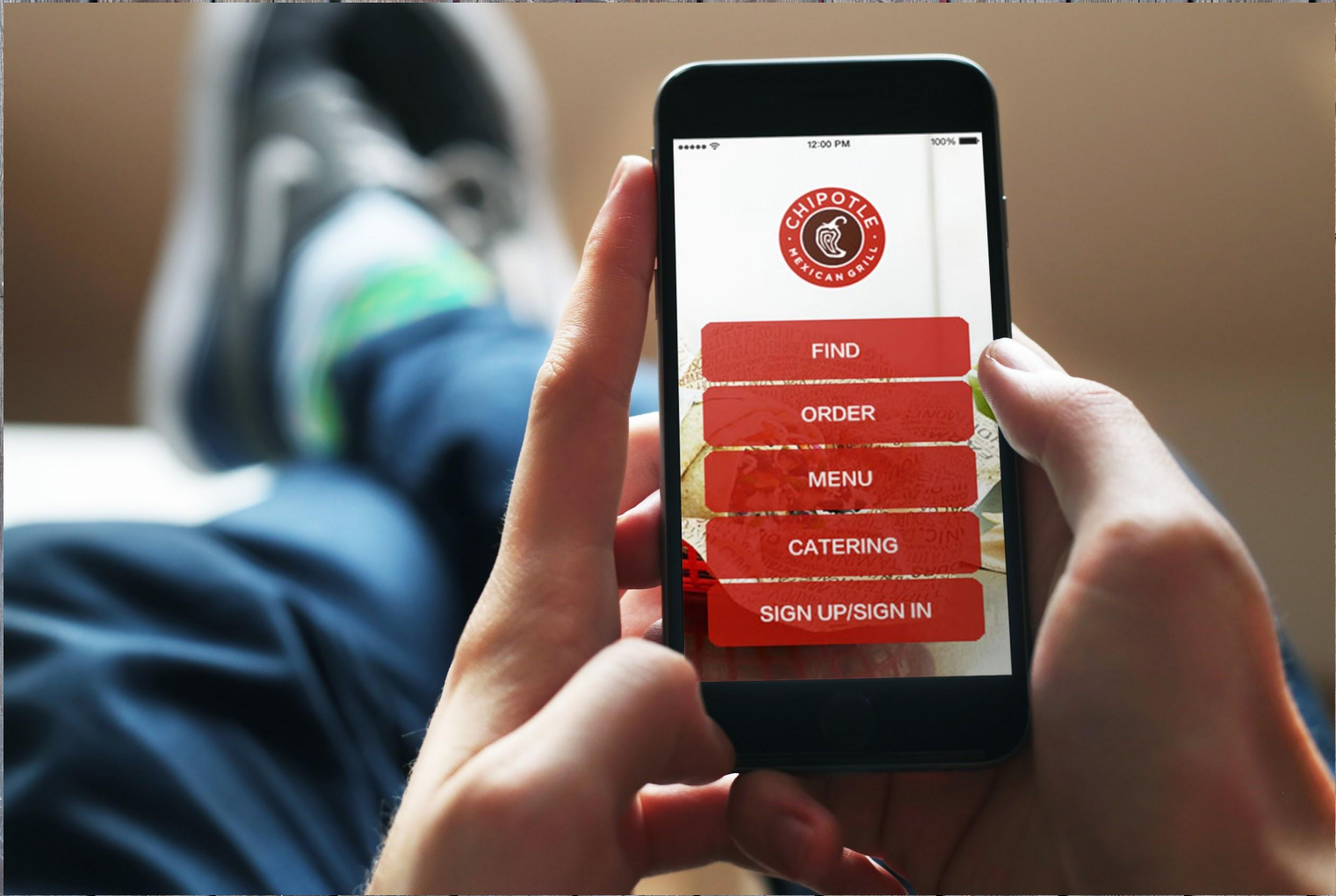
[Learn more](#) or [post your buzz!](#)

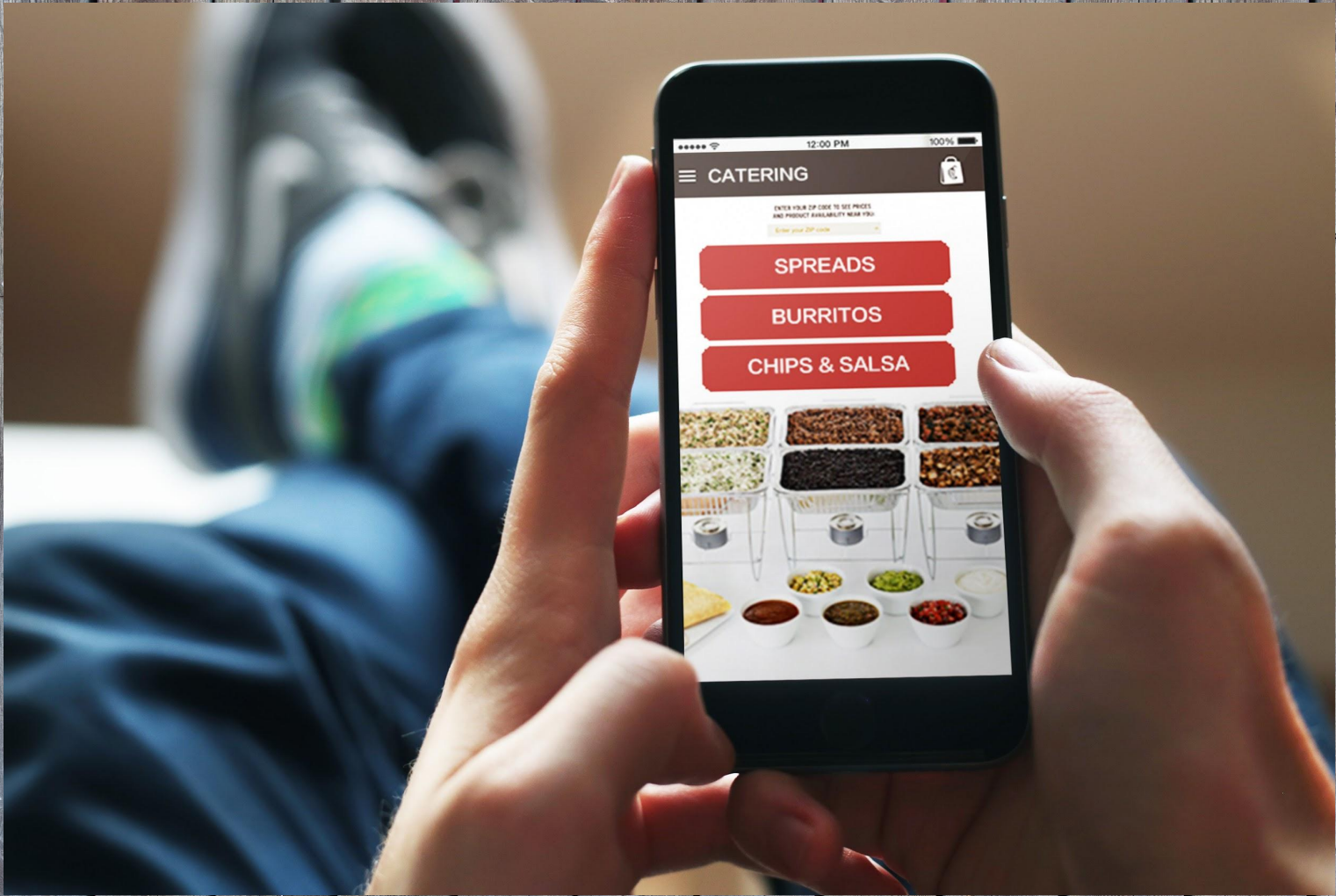


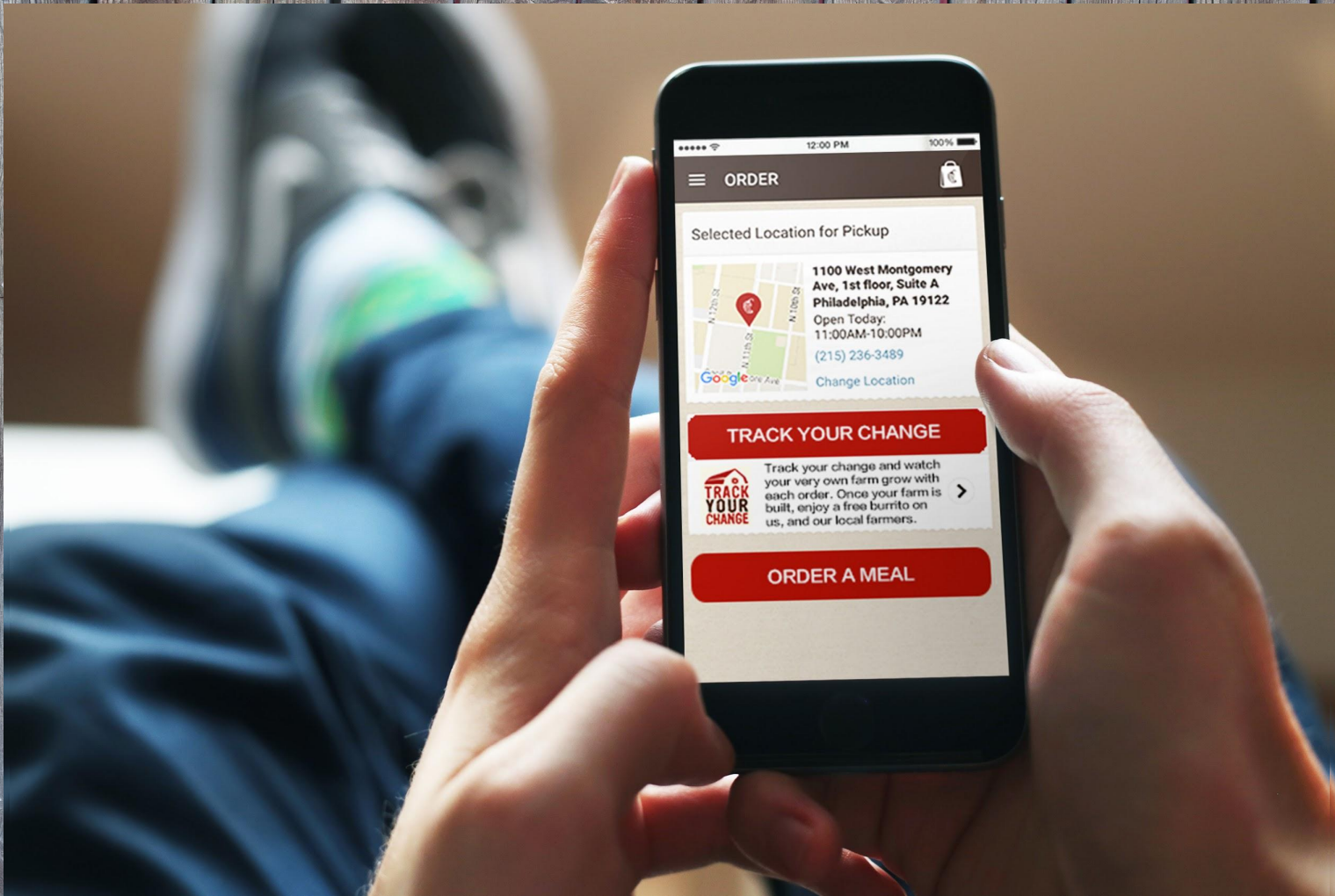
More ▾



MOBILE APP







ORDER

Selected Location for Pickup



1100 West Montgomery Ave, 1st floor, Suite A Philadelphia, PA 19122
Open Today:
11:00AM-10:00PM
(215) 236-3489

[Change Location](#)

TRACK YOUR CHANGE



Track your change and watch your very own farm grow with each order. Once your farm is built, enjoy a free burrito on us, and our local farmers. >

ORDER A MEAL



12:00 PM 100%



TRACK YOUR CHANGE

Track your change and watch your very own farm grow with each order.

Once your farm is built, enjoy a free burrito on us, and our local farmers.

BEGIN



IN-STORE





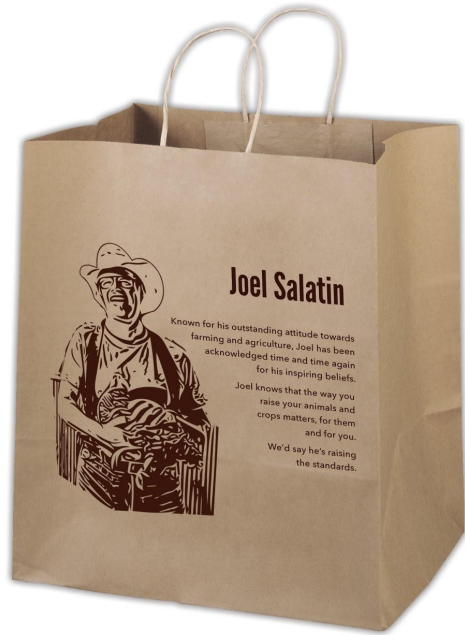
PACKAGING



FRONT



BACK



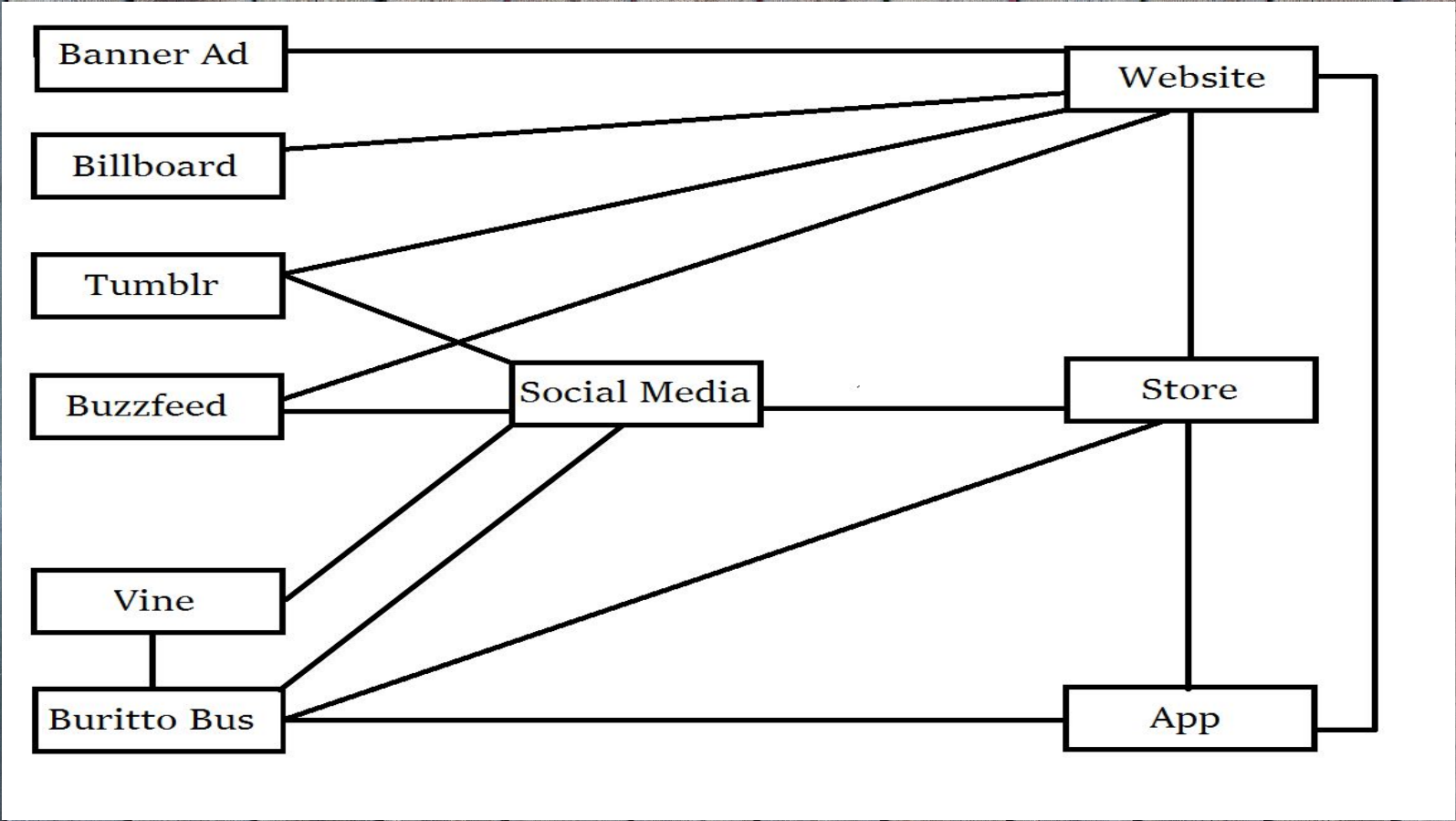
FRONT



BACK



ECOSYSTEM





MEASUREMENT

- 
1. App downloads
 2. Click throughs on banner ads
 3. Hashtag metrics
 4. Vine followers/views
 5. Youtube views
 6. Social followers in general



THANK YOU!



QUESTIONS?