

**JUST
NON-
GMO?**



**NOT
GOOD
ENOUGH.**

#FARMRAISEYOURSTANDARDS

SHARP

DECEMBER 10, 2015

Chipotle!

We are 8 Sharp.

A group of 8 sharp individuals who made a habit of holding all of our meetings at 8 o'clock because our large group often ran into scheduling conflicts.

We were committed to staying late until we were physically removed from our meeting rooms. Even then, being kicked out would not put a damper on our drive.

Our presentation is jam-packed with information, like any good burrito should be.

We wanted to give you our recipe so you can see the importance of each ingredient that makes up our campaign.

Your order is up!



8 SHARP

The Challenge

In early September, we were presented with a mission. To drive sales to the stores, raise awareness of Chipotle's mission behind their tagline "Food with Integrity" and spread the word about why it makes Chipotle different from its competition amongst our generation (Millennials). We aimed to find out what Millennials knew about the effort Chipotle put behind their food and how much they actually knew about what "Food with Integrity" meant for the ingredients in their menu items.

Secondary Research

In order to let others know about Chipotle's mission, we had to inform ourselves first. We dug into the work that Chipotle and its main competitors (Qdoba, Honeygrow, and Panera) were doing. We found that Chipotle was one of the first to start using non-gmo foods, local products, pasture-raised animals, organic vegetables, and more, but their competitors have been quick to make the same claims. However, much of their competition only incorporated one or a few of these facets. Chipotle worked tirelessly to involve as many as possible, as often as possible while still actively supporting the efforts of their competitors to join them and keep incorporating more. This was what made Chipotle different.

Primary Research

In order to learn more about Chipotle we visited many of the franchise locations near us. We tasted the food, took in the atmosphere and got the full experience. We also spoke with a customer service consultant through email. We learned that Chipotle is very proud of their initiatives and continuing to increase the quality of their ingredients.

Now we had to find out what the Millennials already knew. We held two separate focus groups both comprised of men and women. In the focus groups we presented four different white card concepts and asked questions about the participants eating habits and their knowledge about Chipotle's mission. We also asked if "Food with Integrity" was something that mattered to them.

What we found was concerning. Despite Chipotle's efforts, the Millennial crowd seemed to lack awareness of Chipotle's mission. Once they were informed, it was something that interested them and they wanted to know a lot more about how they were helping and what they could do to help.

An Untapped Segment of the Market?

This is when we dug a little deeper, put our thinking caps on, and realized that millennials are no longer the go-to brand generation; there is a new generation on the rise that has more power at their fingertips (literally) through devices and social media than any other generation before. They are known as generation Z, or Gen Z.

Primary/Secondary Research pt. 2

In order to find out more about this new younger generation we took to a survey. We asked questions to learn about their social media use to find out what platforms Chipotle could use to reach out to Gen Z most effectively.

We also did research on Gen Z and found that they are a more practical group. They are eager to change the world and be a key component in the change. Chipotle should take advantage of this eagerness to get them on board with their attempts to raise the standards of the industry. In our survey, we found that less than 32% know what Chipotle is doing to help the world.

Insights

1. Millennials/Gen Z barely know anything about what Chipotle does.

Of all the people we surveyed and talked to, not one person could tell us ALL of the things Chipotle has been doing for years to make food better. A handful were able to name one or two things that they have done, but never all of them. They don't know that when they eat at Chipotle they are helping the world. Chipotle needs to educate people and make sure it comes across clearly in order to take advantage of their unique selling point.

2. But they are very interested in making the world a better place.

Even if they didn't know what Chipotle did, they all still expressed interest in helping to make the world a better place. When asked about changing the world their responses were overwhelmingly positive. People, especially Gen Z, are interested in taking part of the change that they hear is happening. Millennials and Gen Z'ers are all about making the world better for future generations.

3. They just don't know how to do it.

The running theme was "How?" Reading statements like "Chipotle is changing the world" prompted people to ask "How". No one seemed to believe that the statement was false or made up in any way. But they were just interested in how they were helping and how the consumer eating at Chipotle helped the world. This is an opportunity to engage their customers and educate them on Chipotle's practices to show how they can all make a difference together.

Target

Through all of our research we have discovered our target. Open-minded, optimistic and yet incredibly realistic, they face a world that that's waiting for them to sculpt it into their own. Social media is their bar scene, their city hall meeting, their classroom, all rolled together into one place that never sleeps and never stops generating content.

Our target loves spending time with friends but not necessarily in person. They like to have an experience when they interact with their favorite brands, but it has to come naturally. Their icons and role models aren't traditional celebrities. They look up to "internet celebrities" like Youtube stars and social media icons. These people are relatable, and that's what really matters. Our target searches through the sea of voices to try and be heard and make their mark on the world whether it be online or in their own community. They are ready and willing to learn in order to be the co-creators and narrators of a brighter future for themselves and the next generation.

The Strategy

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. This double-jointed tagline bends in two directions. On one hand, our tagline is meant to help spread Chipotle's mission of cultivating a better world by using ethical suppliers who care for their animals and crops without the use of pesticides, antibiotics, GMO's, etc. The flip side to this tagline is our initiative to provide our consumers with the little "push" they may need to get out and help others. We believe that many people wish they were doing more community service, but simply do not know where to look for those opportunities or think they may be too time consuming.

Voice

We wanted to take a more serious approach to this campaign for Chipotle without losing the relaxed vibe for which Chipotle is known. We kept a controlled vocabulary for our writing, and we added our own set of new words and phrases to the ever growing lexicon of Chipotle's voice. Chipotle is usually a very laid back brand, but our goal is to prompt our customers and competition to demand more from their food and to give back to their surrounding communities. Simply stated, we believe that everyone wants to make their world a better place, and we want to help them realize the multitude of ways they can achieve their goals. One way we want to stress that they can do better is by eating food procured and prepared ethically, specifically at Chipotle.

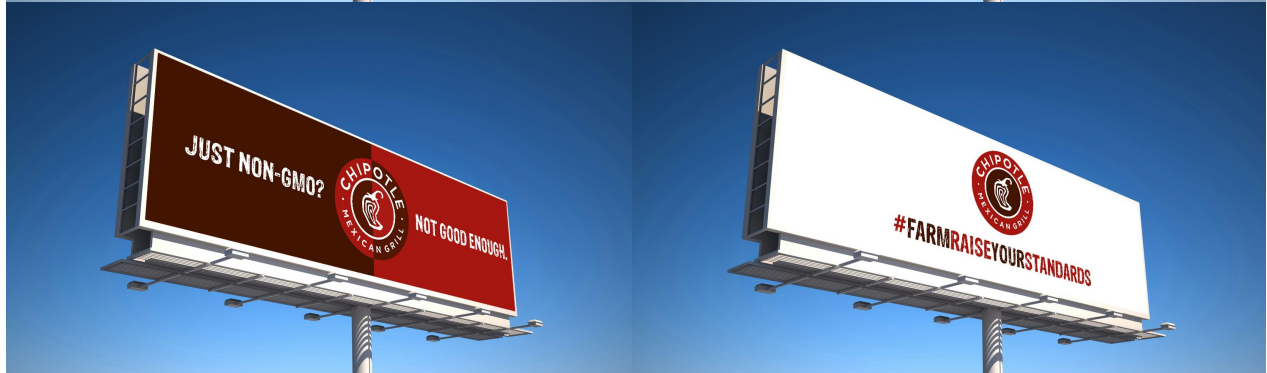
Brace yourself



Creative is coming

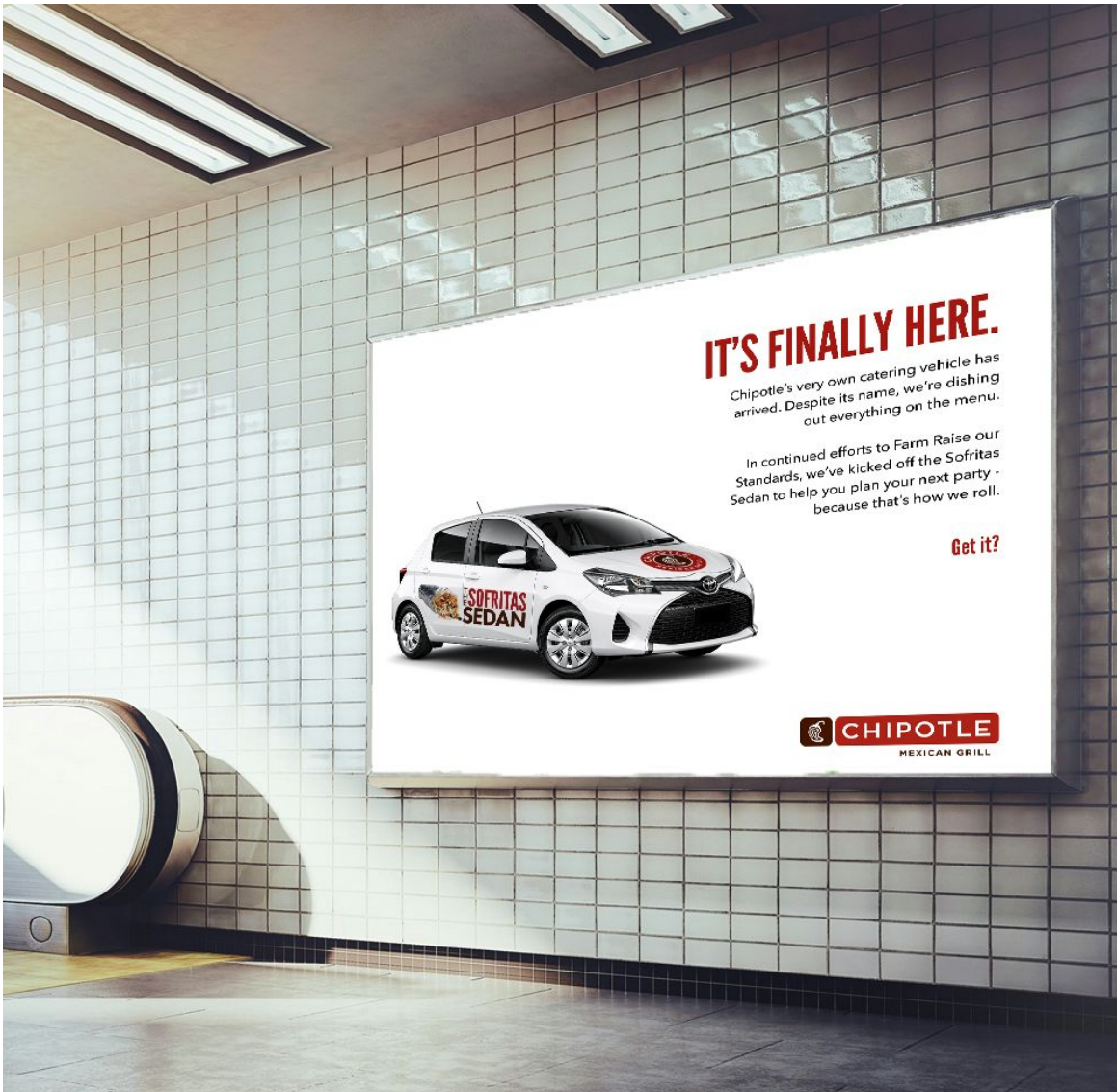
Outdoor

Our billboards will be a series placed in succession to highlight just how much Chipotle does. The billboards boil our message down to the core of our #FarmRaiseYourStandards message of what Chipotle does to raise the bar for the restaurant industry, which is currently not keeping up with consumers demand for better quality in their food. This better quality ranges from the quality of the meat to the quality of life the animals had being raised on the farm.



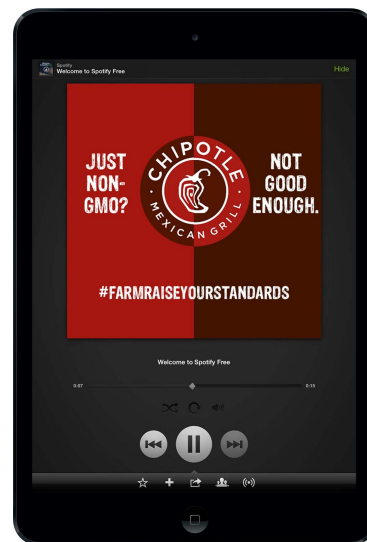
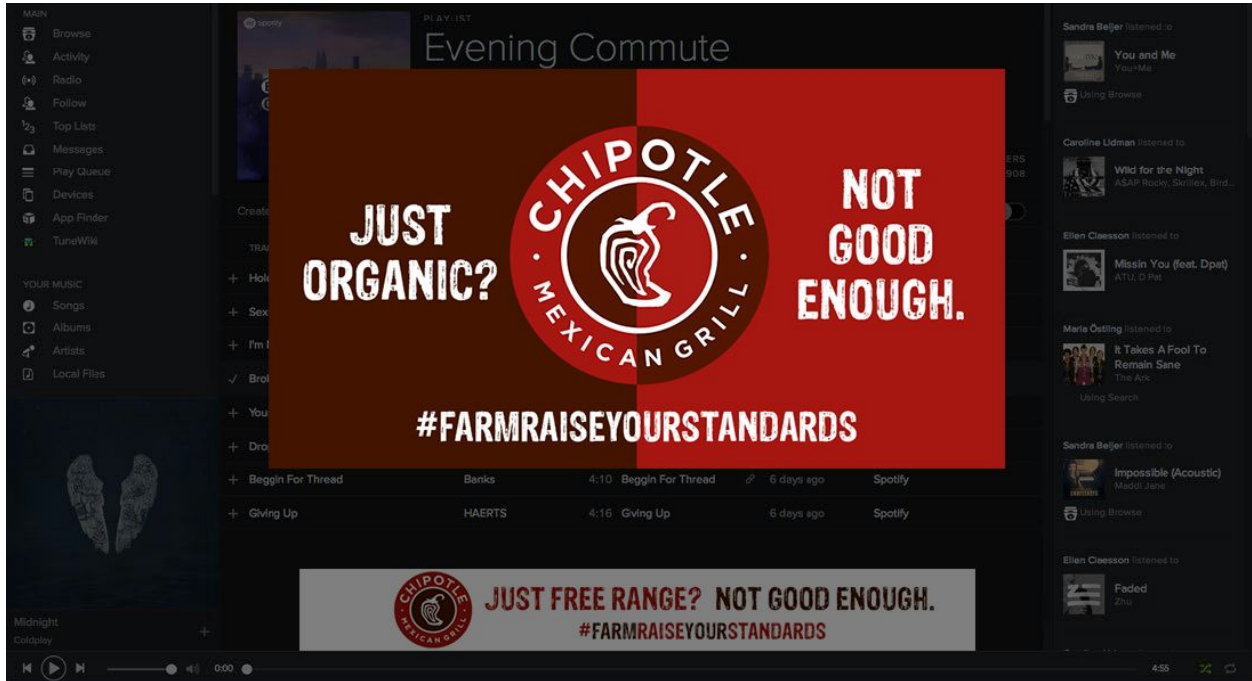
Subway

To showcase our new “Sofritas Sedan,” we will place these ads in subway stops. It raises awareness to the fact that Chipotle caters, which is not well-known. These ads show off the new car which will be used to make the catering deliveries. People who are taking the train to work will see these and be prompted to look up more information for their next catering event.



Online

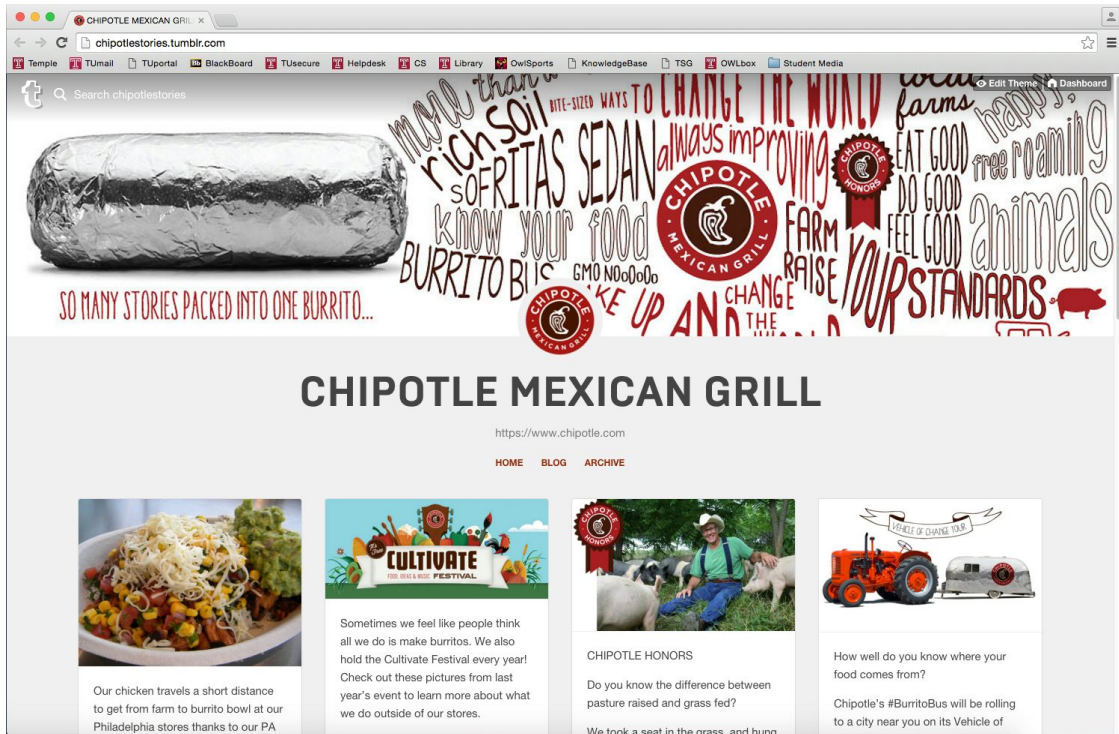
Our online banner ads stay on theme with our billboards. When you click on the ads, they will direct you to the “Food With Integrity” page on Chipotle’s website so people can start learning what it means to “Farm Raise Your Standards”. We have these ads placed on Spotify to show an example of how they would be seen on different mediums.



Social

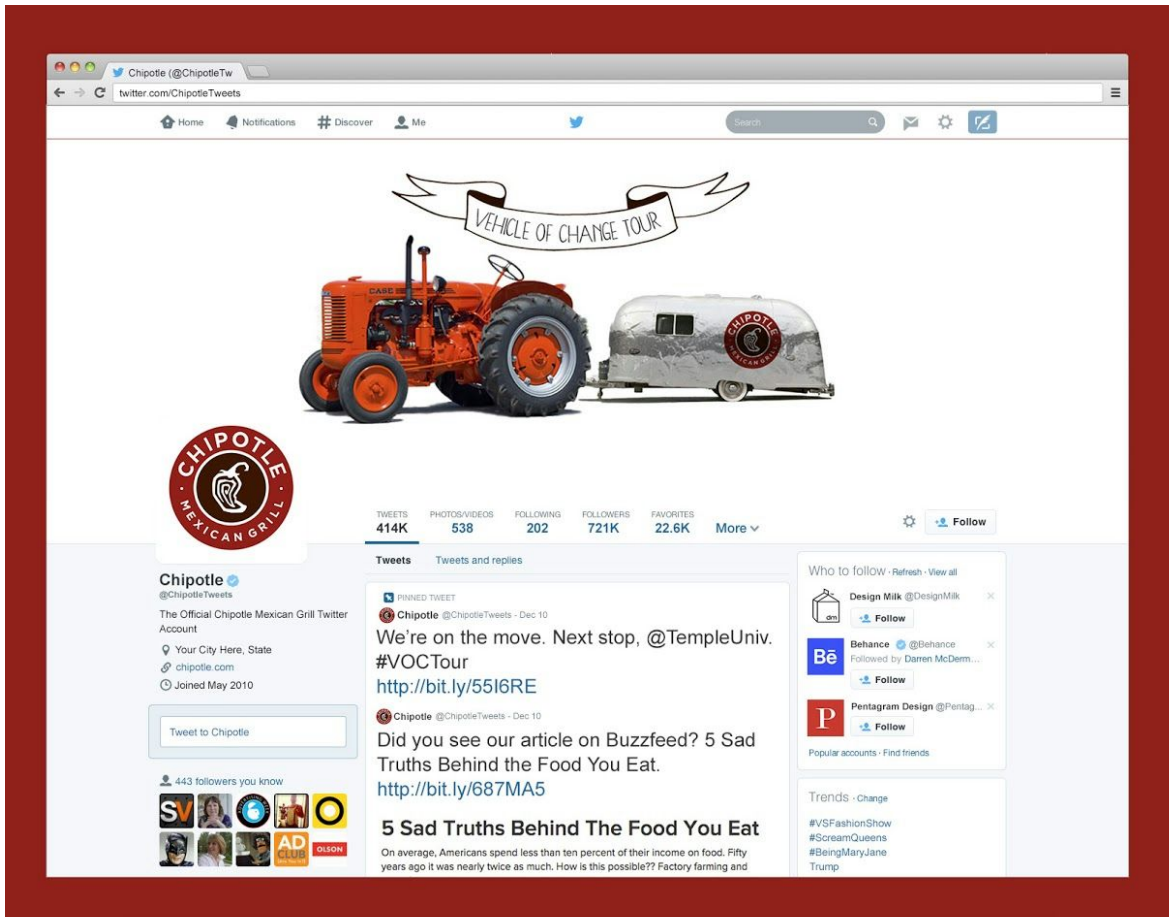
Tumblr

Currently, Chipotle's Tumblr is not very active right now. We want to bring it back to life and give it a complete makeover. Tumblr is a good place for longer informational pieces and updates on what Chipotle is doing outside of the restaurant. It can be a good medium to educate. It will also feature guest bloggers like "The Rice Whisperer" who are helping Chipotle grow organic rice. It will also be a good place to recognize the receivers of our "Chipotle Honors" award. "Chipotle Honors" will recognize guest bloggers and other people that are helping their community.



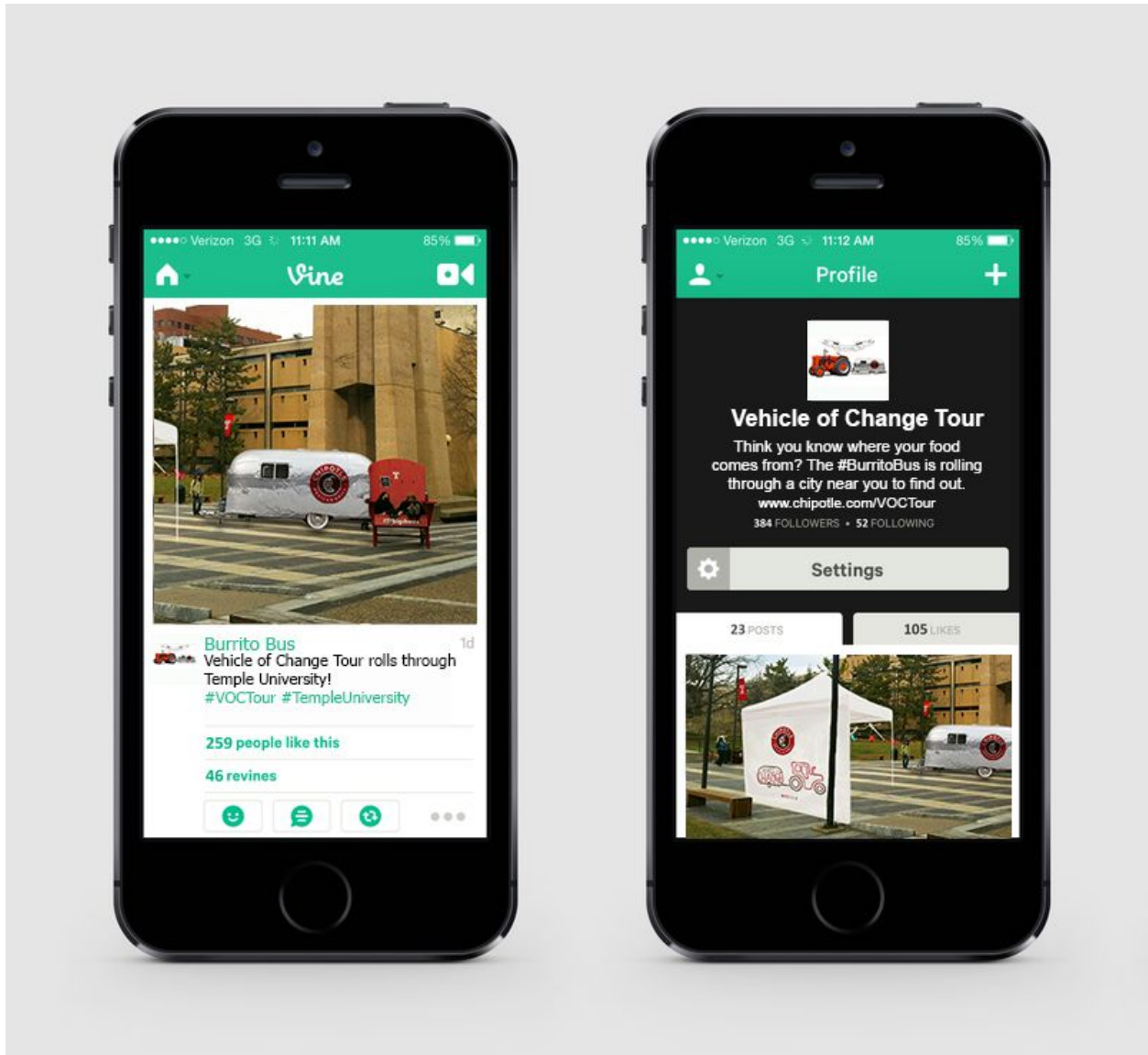
Twitter

The twitter page will be rebranded to emphasize the “Vehicle of Change Tour”. It will also start incorporating tweets which offer “bite-sized ways to change the world”. These will be about how Chipotle is helping to make a change along with tips and facts that followers can follow to help make a change too.



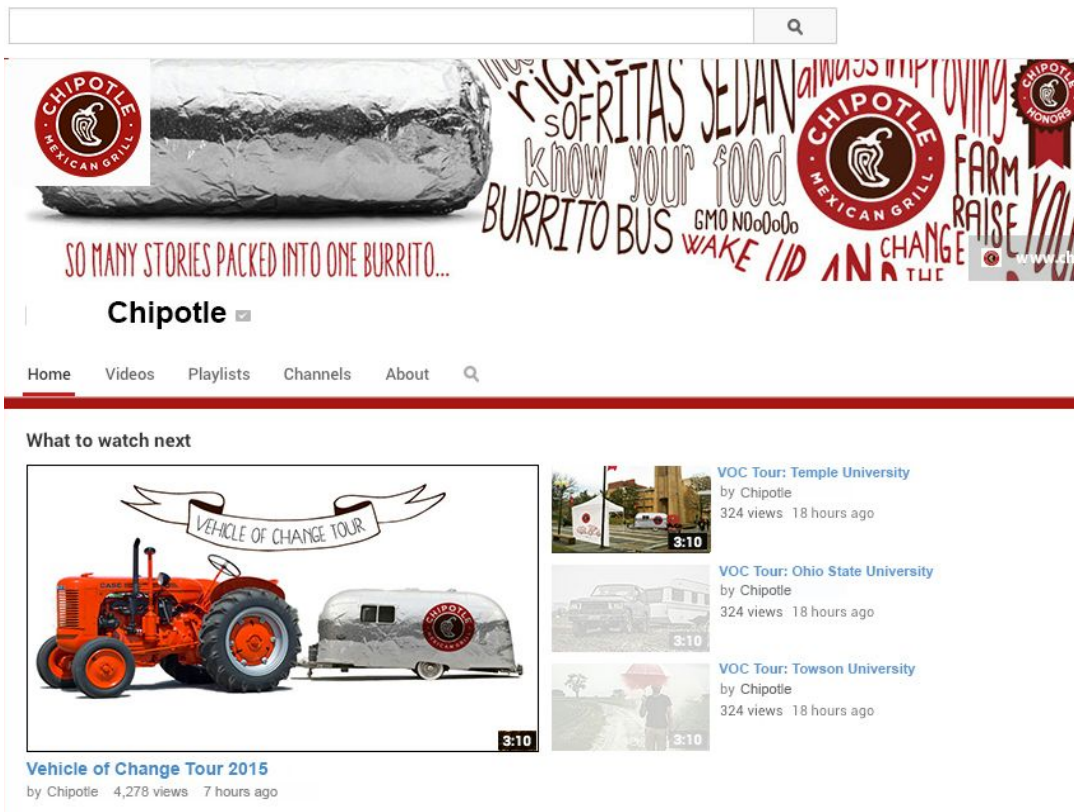
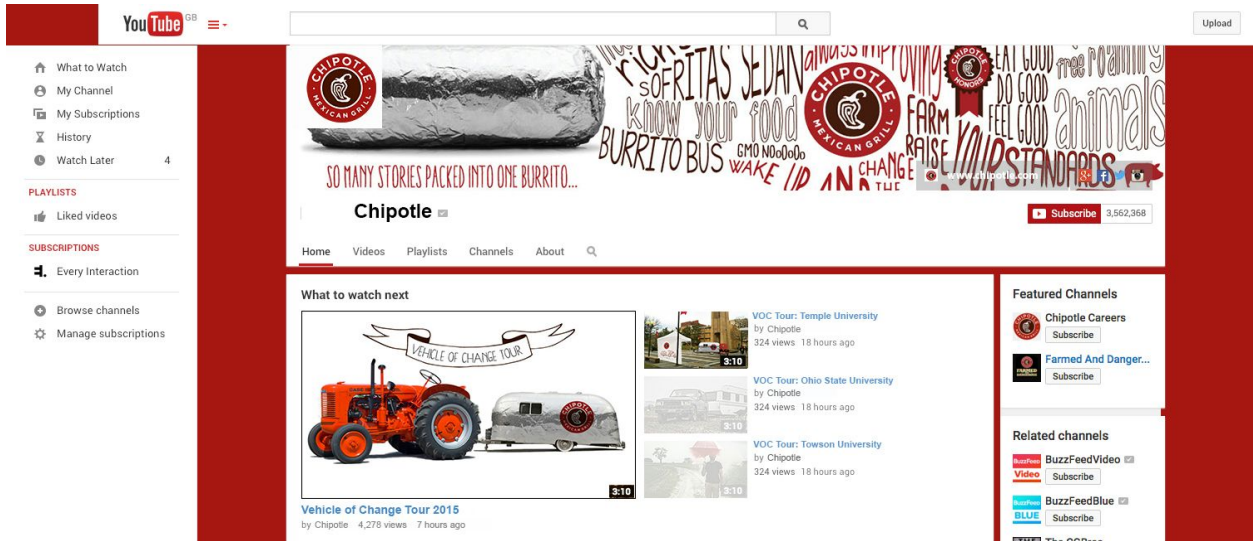
Vine

These two mediums will be used to record the stops along the “Vehicle of Change Tour”. Ambassadors that ride with the Burrito Bus will record interactions with people using Vine. This way, even people who don’t get to see the Burrito Bus in person can enjoy the experience and hopefully learn something, too.



Youtube

After the "Vehicle of Change" finishes its first tour, each individual Vine from all the stops will be combined together to create a longer cohesive Youtube video to highlight the whole experience.



Buzzfeed

Buzzfeed quizzes and lists are very popular on social media. People commonly share them on Facebook and Twitter. We created a list about the things people may not know about factory farming and methods that Chipotle is trying to fix. It will have a call-to-action to visit the Cultivate Foundation that Chipotle has. On this site, viewers can learn about what they can do to help the situation.

The screenshot shows the BuzzFeed Community interface. At the top, there are navigation tabs for News, Buzz, Life, Quizzes, Videos, and More. A search bar and a 'Get Our App!' link are also present. The main content area features a post titled '5 Sad Truths Behind The Food You Eat' by user hirosoga. The post includes a world map titled 'COUNTRIES WITH LAWS TO LABEL GE FOODS' and a list of facts about GMOs. To the right, there are sections for 'BuzzFeed NEWS' with a featured article 'The 13 Women Who Accused A Cop Of Sexual Assault, In Their Own Words', a newsletter sign-up form, and a 'Hot Buzz' section with a kitten image. Below the main post, there is a 'Now Buzzing' section with several trending articles, including '17 Stoner Gifts To Help Your Pothead BFF Get Blazed As Hell' and '22 Times The Philippines Proved It Had No Chill In 2015'.

Community ON BuzzFeed

LOL win omg cute fail wtf

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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 other farmers that use unnatural methods to raise their products that have lowered the cost of food but at what price?

posted on Dec. 7, 2015, at 10:46 p.m.

hirosoga
COMMUNITY USER

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f e p t

1. 64 Countries worldwide require GMOs to be labeled, but sadly the US is not one of those countries.

COUNTRIES WITH LAWS TO LABEL GE FOODS

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.

#FALLONONIGHT

WHAAAAAAT

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.

BuzzFeed NEWS

The 13 Women Who Accused A Cop Of Sexual Assault, In Their Own Words

by Jessica Testa

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17 Stoner Gifts To Help Your Pothead BFF Get Blazed As Hell

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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

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More ▾

Guerilla



Our “Vehicle of Change Tour” will set up around the United States at colleges, high school sporting events, and busy city centers in order to expose our message to our various targets who range from teenagers to twenty-somethings. People passing by will see our “Burrito Bus” set up with a tent and hay bail podiums for the game show style event.

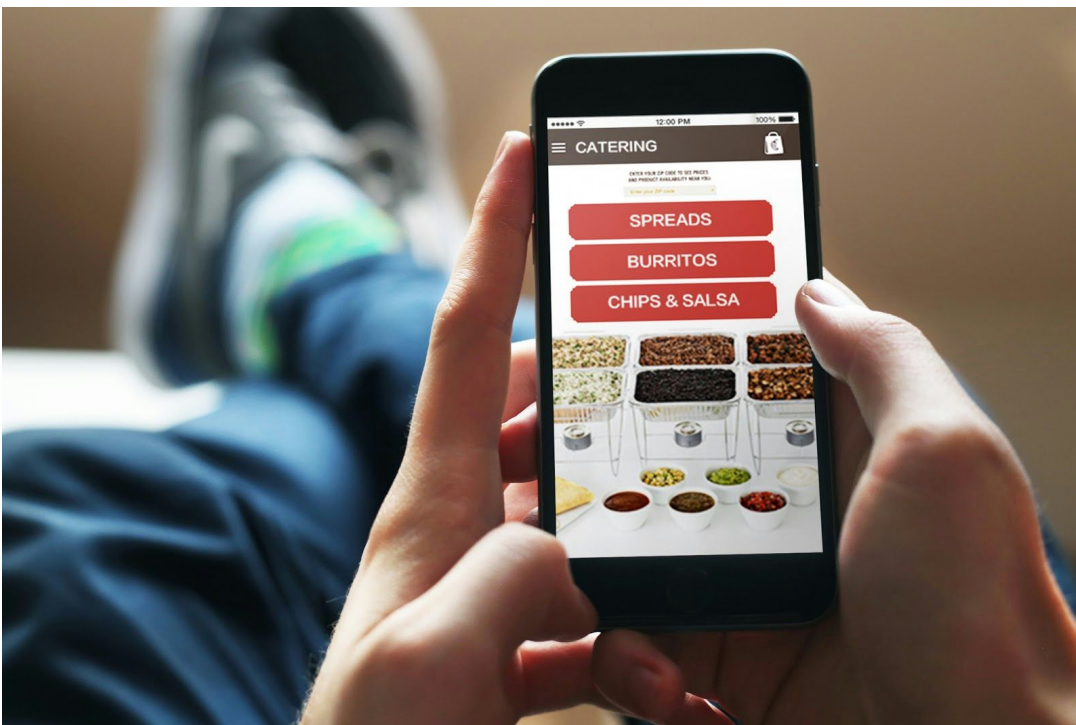
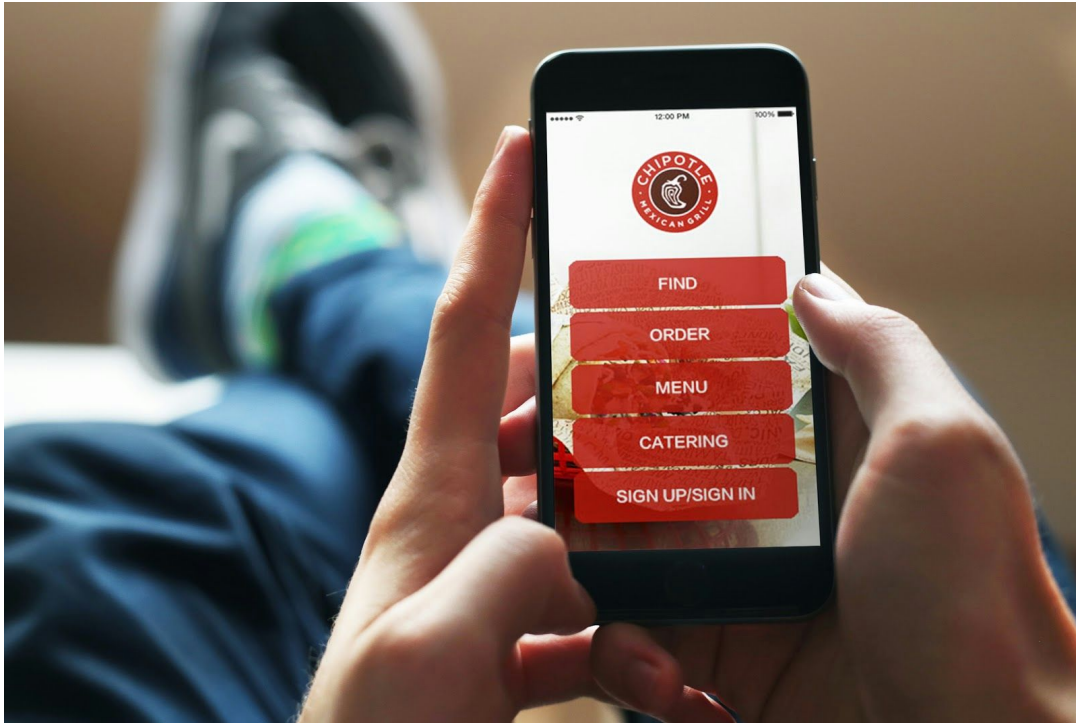
Phase one of the experience will take four people into our bus for a “tour of the farms” that will not be visible from the outside, thus creating a buzz about what lies inside. Once inside they will see a wrap on the walls that picture an idyllic farm. Our tour guide/personality will then direct our intimate audience to download our app if they haven’t done so already. Once they have the app, they will be able to roam the bus and find the hidden QR codes placed around. These QR codes, which will be scannable through our app, will take them to 360 degree video tours of various fictional farms which represent our honest farms. They will be lead by a fictional farmer who will explain the vast differences between his farming practices and those of the less-honest factory farms who produce the majority of the food we eat today. Each station will have important information they will need to remember at the end. While following our farmer they will be able to look in any direction they would like, but they will still be in earshot of their guide.

Phase two will take them to our tent for the game. Atop each hay bail podium will be a branded Chipotle buzzer and our host personality will explain the game and prizes. The game will ask the contestants about the information they had just learned inside the bus. The prize for the winner will be a free entree and, as a thanks to all participants, everyone will receive free chips and guacamole on the spot that our traveling team will pick up from neighboring Chipotle locations.



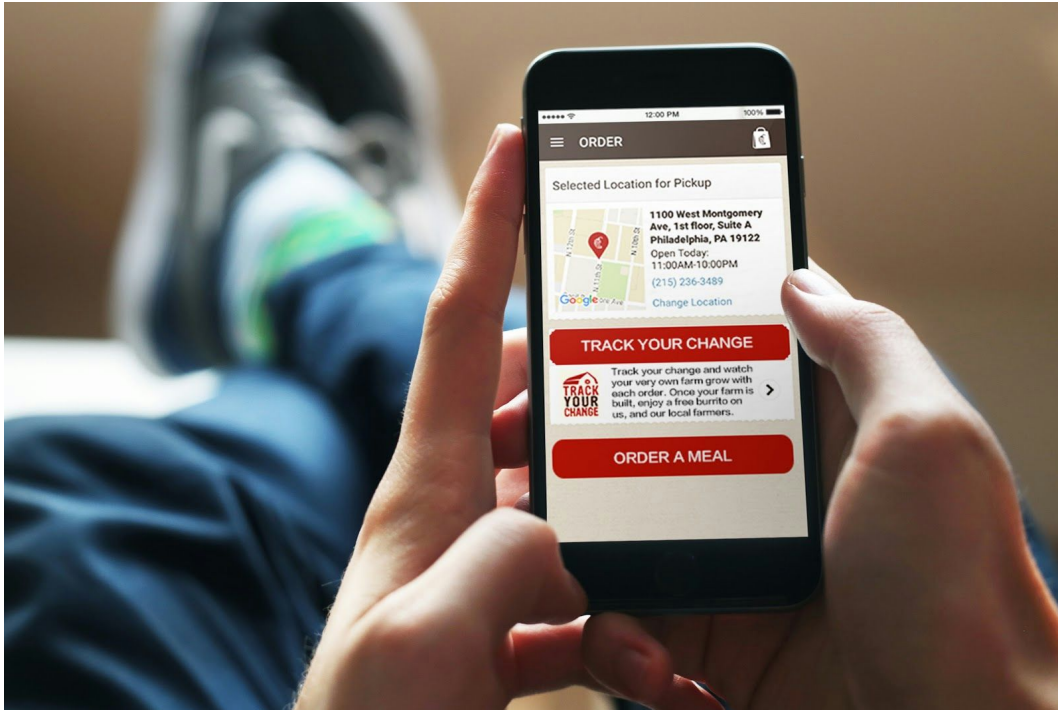
Mobile App

Instead of creating a whole new app, we have added some new content to Chipotle's current app. The most basic addition will be the ability to place catering orders through the app. This will make it much easier to order and by putting it on the app, it will bring more awareness to the fact that Chipotle can cater events.



Mobile (cont.)

The second addition will be a combination of a game and a reward card that also serves as an educational tool. It is called “Track Your Change.” Each time you order, you will receive materials to “build your own farm” while giving you facts and information about real farms that are associated with Chipotle. Once you’ve successfully built a farm, you earn a code that you can use to redeem a free burrito.



In-store

Inside the stores, we want to add more information about the farms. We put up chalkboards that highlight local farms that Chipotle receives produce from. Each highlight will have information about the farm and their background so that customers can learn about them while they eat or wait in line.

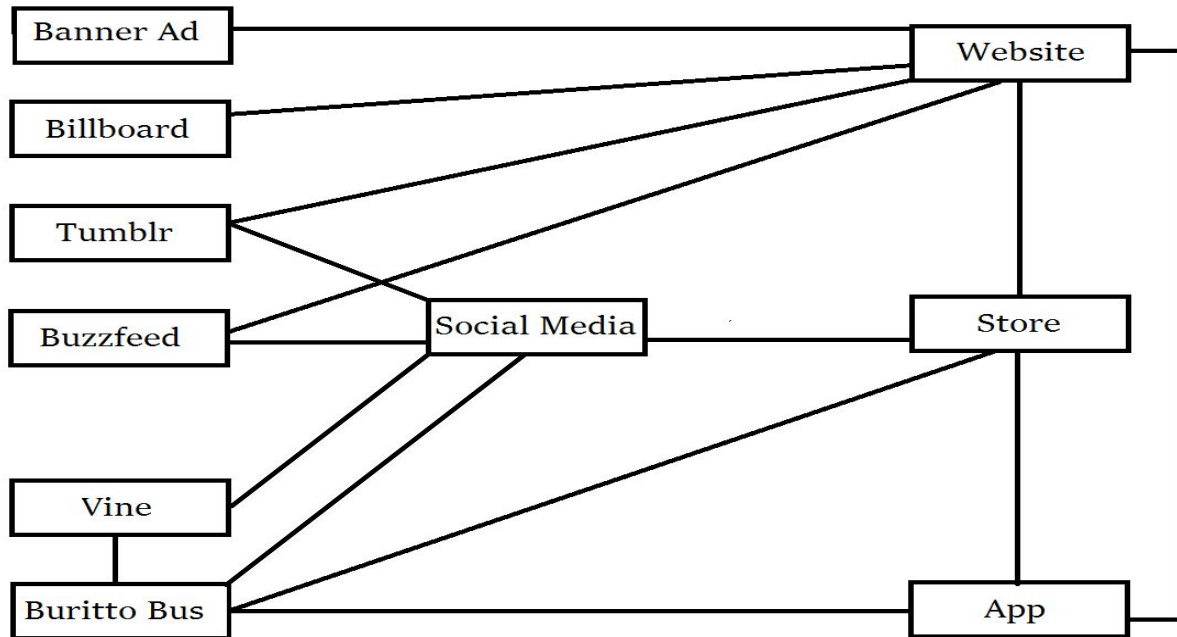


Packaging

The packaging will also be rebranded to spotlight people who have earned the “Chipotle Honors” badge. Similar to their current packaging, the packaging will highlight farmers and people active in their local community. These people and their stories will also be displayed around the stores. Seeing the stories and “Chipotle Honors” in person gives the customer a chance to experience it, rather than just read about it online while they wait for their food.



Ecosystem



Measurement

These are the following ways we will measure our success:

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

SHARP