

# Essay on national ad campaign for chipotle restaurant

[Business](#), [Marketing](#)



Chipotle is a restaurant that specializes in the production of burritos and tacos, and its name emanates from Latin word that means smoked and dried jalapeno chilli pepper. The restaurant was founded in nineteen ninety-nine by Steve Ells and has since grown to a chain of restaurants globally especially in high-end markets in Europe and America. Its mission statement is Food with Integrity, which elucidates its efforts in using organic ingredients while preparing a more naturally raised meat than the competing restaurants.

## **Background research**

Since its launch in the early 1990s, Chipotle restaurant has tremendously gained from its global position through its chain of restaurants in major cities of the world. However, locally, it is not that much recognized and is seen just like any other high-end restaurant meant to serve the urban proletariat. From this perspective, it is thus important to conduct a Strength-Weakness-Opportunities-Threats analysis that would help Chipotle realize the necessary steps that ought to be taken to ensure the locals appreciate it. One of the strengths it has is the global recognition that has seen it experience high turnovers at the end of the financial year. The weakness is the failed recognition and appreciation by the locals due to inappropriate marketing strategies that would target a specific audience. In this case the marketing used to sensitize the locals should be customized after realizing the demographic nature and trends of the local population (Pride & Ferrell, 2014). Opportunity available is the operation in the South American locations where the foods they actually prepare is known by the locals. The threat will only arise if there emerges a competitor offering the same products as

Chipotle albeit at a more competitive price.

Therefore, for it be competitive in the market, employing tailor-made marketing tools that will resonate with the particular needs of the local customers is thus essential. This is important than banking on the more general tools that would not address the distinctive needs thus will be a strategy designed to fail. The principal goal of initiating the restaurant advertisement is to enable Chipotle to brand and identify itself with every household that consequently would create an appeal to its target customers.

## **Objectives**

Chipotle's advertising goal is the desire to get the customers flocking their restaurant. This entails advertising new products, incentives and services. The advertisement will also help in the highlighting of the nature of the events, benefits accrued to it and summarize with a call for action. The best strategy to use is a combination of information and persuasion in the advertisements. The use of coupons or promotional codes to track the outcome of clients' response helps in the identification of the most desired advertising technique. Chipotle has several competitors in the market thus it demands them to differentiate its products by creating a unique brand in the market. For instance, they can brand themselves as a restaurant for the elites or for the middle class or one that serves all. Some customers will always go for value while some will go for prestige and social status (Pride & Ferrell, 2014).

Being very distinctive in choice is very essential because, as they say, if you attempt to be everything to everyone, you may fail to be anything to

anyone. Identifying unique selling point while focusing on advertising around communicating that to the type of customers they want to lure is the most valuable technique. Advertising is meant to make work easier if the appropriate tools are incorporated in the sense that, the more frequent you can ascertain the customers, who are more likely to use your products and services, the greater the opportunity of reaching out to them with the intended messages. It is also important to identify the existing similarities amongst Chipotle customers. For instance, if the majority of the customers are men, identify the resemblances that they have in common. They may be in social status, age, and marital status, nature of employment or income per capita. After identifying these similarities, analysis of the media tools such as, magazines and websites, and radio stations would then help in identifying the type of advertising tool that would reach the majority of men with these exact features at a competitive price.

## **Target audience**

The audience targeted by the Chipotle restaurant are experimental customers who are adventurous and enjoy trying out new products in the market especially food products from different cultural backgrounds. It is also a way of enhancing domestic tourism in the region. The second group is that which adores the delicious tacos, burritos and fast foods from the Mexican cuisines. In some restaurants, they have specific days that they offer tacos and usually known as, "Tacos Tuesday". On such a day, the restaurants will flock while some will experience long queues as they want take-away.

## **Budget**

The budget projects an amount of \$ 1, 000, 000 to be used across all the required advertising elements to enhance the product and service knowledge of Chipotle.

## **Slogan**

“ Burrito is not burrito if it is not from Chipotle. Well-crafted and originates from the native land. We promote diversity in culture. ” from the slogan; Chipotle brands itself as the best in producing Mexican Cuisines comprising of burritos and tacos. If it is not from Chipotle, then it is not worth taking a risk. This is the message from their slogan.

## **Events**

It is significant to acknowledge that any successful restaurant or café offer their customers incentives as a way of marketing strategies. This helps in appealing to customers and their retention as well. Putting in place, the right promotions will influence largely Chipotles customers purchasing behavior. Another important way of getting customers is through the adoption of the corporate social responsibilities techniques. Societies will generally give back to organizations that give to the society. Chipotle can take initiatives of co-operating with not-for-profit organizations to promote charities. For instance, they can come up with a slogan” We envision the society of ‘ we’ as opposed to ‘ I’. Take one course of our Mexican cuisines and help a child in Africa not sleep hungry”. (Ragas & Roberts, 2009).

The first event will involve having “ daily specials” that will be indicated on social media pages and radio programs. Another event will be based on

holiday happenings that customers will have holiday special discounts. These events will always be carried out on the holidays that fall between the six months that the events will be carried out. The restaurant will carry out contest such as karaoke, food tasting and mixing for the chef whereby the winners will be given giveaways. Customers will also be given coupons to be used for discounts on some of the meals on the menu. The loyal customers will also be given special discounts on some of the meals in the restaurant. Putting on contests for the customers would help Chipotle spice up its already existing strategies. Offering the customers participatory opportunities can help Chipotle in the following ways:

- Provision of entertainment and diverted attention as they wait.
- Attract the attention of the community and the media.
- Put up a database of customer information for marketing.

Giving customers something to talk about, for instance, when a meal is unique, the customers are bound to share that with families and friends. Making the restaurant stellar is some of the ways of making customers dining experience an exceptional one.

In conclusion, the best strategy that can ensure that the advertisement catches the attention of many viewers, and potential customers is through the use of different advertising media. Advertisement of the restaurant will entail using word of mouth to create awareness to the people locally. The restaurant will also have to use print advertising to create awareness to the public. This would mean that Chipotle will have to use magazines and fliers to attract the customers. The biggest strategy to be implemented will be the use of internet advertising (Pride & Ferrell, 2014). This will be accomplished

through social media platforms, pop-ups and banner advertisements on different websites. Finally, the restaurant will have to establish commercials that will be used in media. This can be done on televisions and radio stations. At the same time, the commercials can be posted online as it might go viral due to the brand it has on the international market.

As the restaurant will be coming up with an advertisement, it is expected to be specific and detailed. Numerous advertisements have been seen to fail due to its convoluted nature that makes it impossible for the viewers to understand the products that are being advertised. The advertisement that is supposed to be produced will have to be simpler and specific to the items that the restaurant has to offer to the customers. The best part about the strategy of the advertisement for the restaurant is through online (Ragas & Roberts, 2009). This is because the print media sometimes does not have a lot of viewers as expected. At the same time, online advertisement is cheaper and captures the attention of many potential customers.

## References

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