

CREATIVE BRIEF

Chipotle + Cartwright

November 10, 2022

Context

Two Strategic Territories

Deliverables & Timing

Appendix

Context

Chipotle is different



\$10.5M

raised in support of causes for racial justice, real food access, and community empowerment

\$5K

'Seed Grants' to fifty young farmers every year

50%

of Chipotle's waste stays out of landfills

They have a campaign that
expresses that difference —
For Real



The entire company is
aligned with its
core values and mission

*"The more we grow, the more
good we can do in the world."*

- Marnie Henziak, Regional Brand Manager

The things that Chipotle cares about also matters to our affluent, eco-conscious audience

Chipotle consumers take a more progressive stand on sustainability initiatives and ethical sourcing of ingredients.

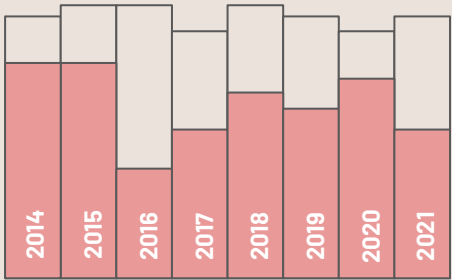
1.5x

More likely to educate themselves about sustainability and exploring new way to be sustainable

74%

Consumers feel that food brands should be more transparent about farming practices

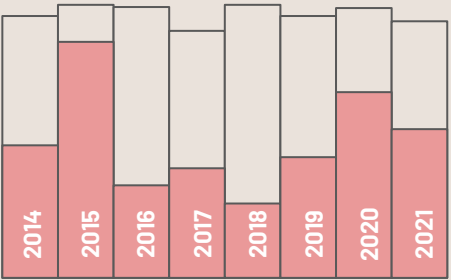
So why are they still lagging on metrics focused on emotional connection and relevance?



RELEVANCE

ACCESS & PRESENCE

OPPORTUNITY



ESTEEM

BRAND PERCEPTION

OPPORTUNITY

The bar for belief has got **higher**

88%

of consumers **don't immediately trust** brands that say they're "sustainable"

- Genomatica

71%

of our audience says companies claim to be eco-friendly **even when their actions aren't**

- One Poll

In the past Chipotle has been
able to clear that bar with
emotional long-form films



But they haven't been able to deliver
the same magic **consistently**



Funny. Breaks through.
Mixed real metaphors. Limited appetite appeal.



Shows the difference. Includes appetite appeal.
Feels authentic. **But a bit quiet.**

**Getting there isn't about
filling heads with facts**

**It's about filling hearts
with belief**

*"I don't need people to
know all this stuff. I just
need them to feel we're
different in their hearts."*

– Chris Brandt, Chief Marketing Officer



(Without forgetting about their stomachs)

**CRAVEABLE FOOD
YOU BELIEVE IS BETTER**

**"The better food is raised and
prepared the better it tastes"**

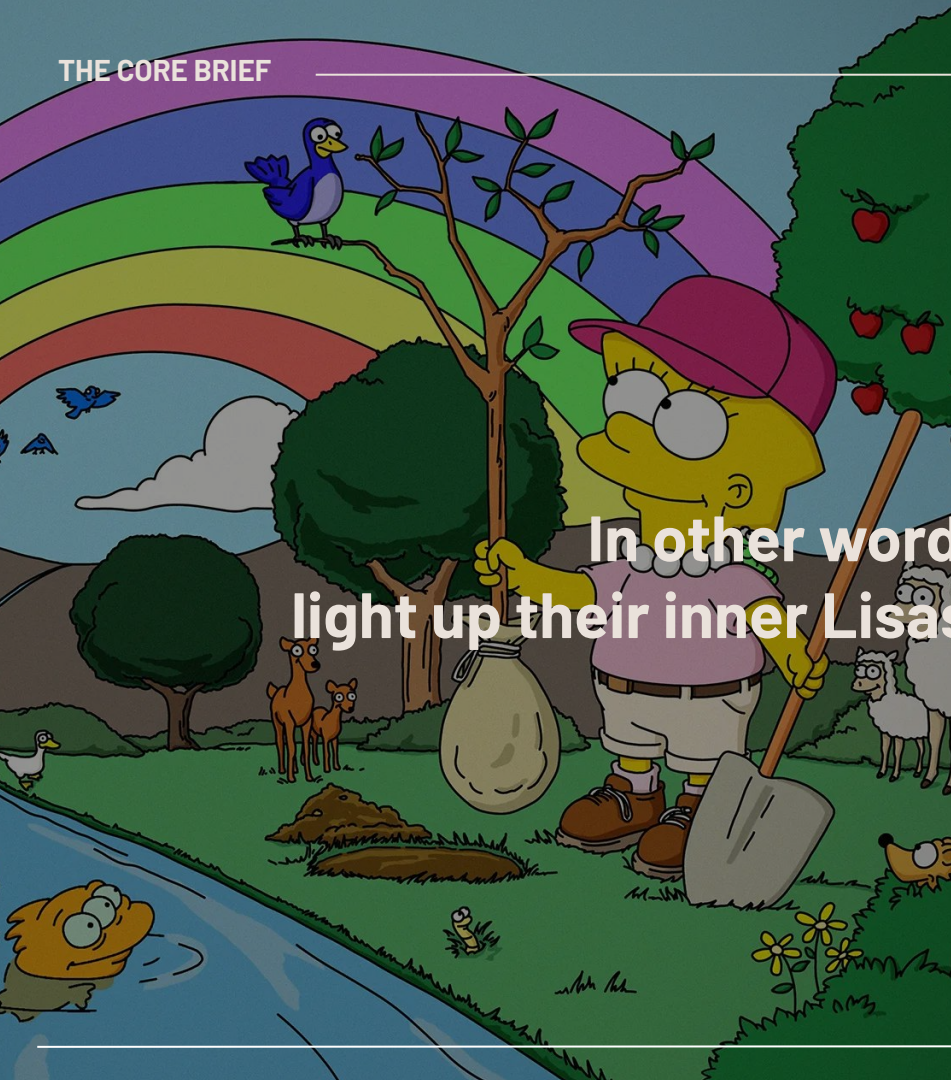
CRAVEABLE FOOD YOU BELIEVE IS BETTER

**Better for
you**

**Better for
the earth**

**Better for
farmers**

**Better for
workers**



In other words, we need to
light up their inner Lisas and their inner Homers



Let's talk tone

It's been pretty grim out there

Many brands have felt the
need to reflect that in comms



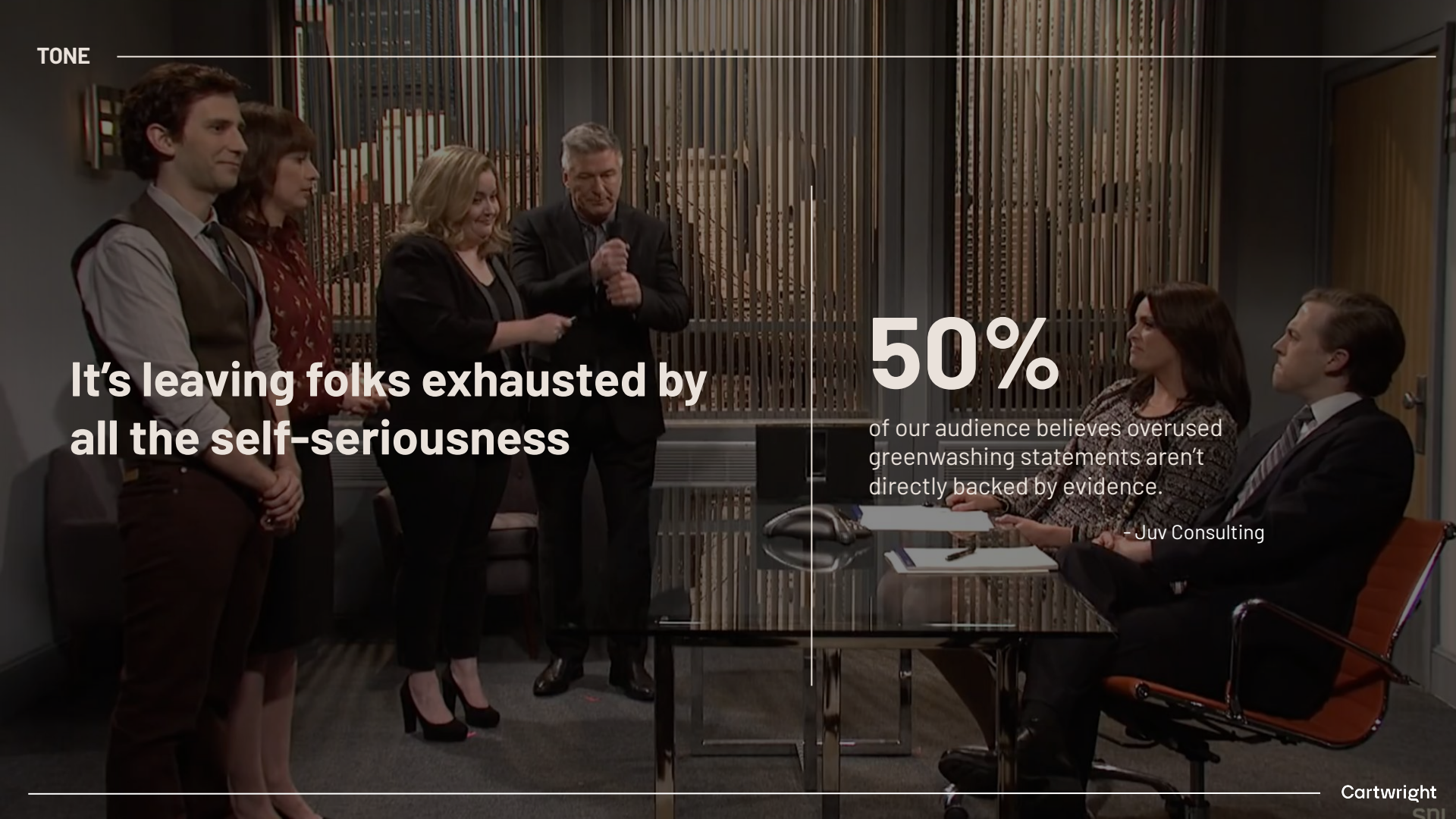
84 Lumber:
"The Entire Journey"



KIA:
"Beachcomber"



Meta:
"We're Never Lost if We
Can Find Each Other"



**It's leaving folks exhausted by
all the self-seriousness**

50%

of our audience believes overused
greenwashing statements aren't
directly backed by evidence.

— Juv Consulting

**They still believe brands
have an important role to
play in tackling big issues**

62%

of consumers say that they want to collaborate with brands on addressing issues, including racism, climate change and gender inequality.

- We Forum

44%

of our audience believes that companies have a lot of responsibility in addressing environmental sustainability

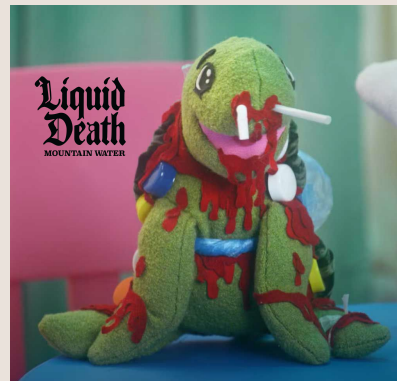
- Juv Consulting

But they're gravitating toward brands that do it in a **playful, swaggery, human way**



212%

Oatly revenue
Skyrockets
(in 2021)



\$700M

Liquid Death
valuation grows
exponentially
(\$130M in revenue)

MAKE A SERIOUS DIFFERENCE WITHOUT BEING SERIOUS

Serve up big
bowls of
optimism

With chunks
of inclusive
energy

A sprinkling of
well-observed
humor

And a giant
dollop of
cultural fun

Strategic Territories

(that clients gravitated toward)



Two strategic territories designed to ...

GET

Our affluent, eco-conscious audience

TO

Believe in our mission and our food

BY

Lighting up their inner Homers and
their inner Lisas

WITH

Stories and actions that make a
serious difference without being serious

Each territory should be able to speak to:

SPEAK TO THEIR INNER LISAS

Reminds people of the work we do
to cultivate a better world

SATISFY THEIR INNER HOMERS

Makes people
crave our food

TURN SKEPTICS INTO BELIEVERS

Overcomes their BS radar and
make them feel something

TERRITORY 1

**THE ONE WHERE
WE RECLAIM
LEADERSHIP**

**When “Back To The Start”
dropped, the idea of real,
sustainable food from a
fast casual restaurant
was a game-changer**



It put the industry on notice

**It supercharged the brand
and business**

**And it set a higher standard for
the rest of the world to chase**

The day after it ran, McDonald's and Bon Appétit Management Company announced animal welfare goals.

400M+ earned media impressions
2x Cannes Lions Grand Prix

"How Chipotle Changed American Fast Food Forever"

- Fast Company

"Chipotle's Enchanting Video Captures The Brand's Dedication To Transparency And Quality Ingredients"

- DesignRush

A decade later the
landscape looks different

Not just greenwashing,
but real-washing as well



2009: Wendy's
"You Know When It's Real"



2014: Taco Bell
"88% Beef"



2016: McDonalds China
"Real. Good."



2019: Burger King
"Moldy Whopper"

**Our audience is skeptical
about *sustainability* and *real*
food claims that “try too hard”**

**For them, modern brands are
guilty until proven green**



“Gen Z is skeptical of “sincere” green marketing from brands. Adding a “sustainable” or “eco-friendly” buzzword to your products or posting an Earth Day graphic won’t be enough. Gen Z needs undeniable evidence of your brand’s impact.”

- Team Lewis, 2022

**With all the green noise
around us, Chipotle's cultural
edge has been dulled**

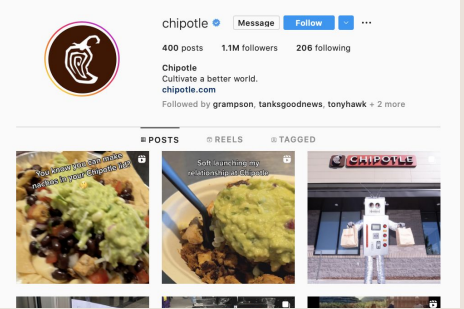
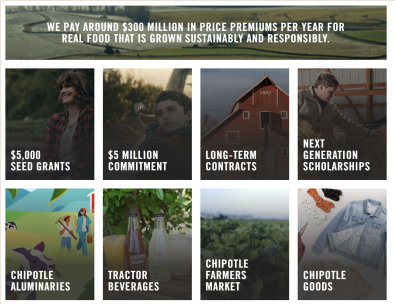
"Gen Z feels the word 'sustainability' has been losing its valuable meaning over the years."

- Juv Consulting

"It's become a marketing scheme like there's nothing that's actually sustainable. It's just something that companies love to put on labels to entice consumers. Even if companies are slightly reusing something, they can be like, hey, this is sustainable."

- Andrew, 22, he/him

**When, in reality,
Chipotle's edge is sharp AF**



**We need to find a way to
make people *feel it and
believe it.***

Not by beating our chest or
throwing a fist in the air, but with a
smile and maybe even a little wink



Because Chipotle's not just *For Real*.

Their...

FOR REAL. FOR REAL.

FOR REAL. FOR REAL.

Reclaim leadership by setting a new, higher bar for realness

Chipotle's For Real, For Real about:

FLAVOR

Chipotle believes there is a direct connection between how food is raised and prepared and how it tastes – and will go to any length to deliver on it.

"Has food I crave" is the number 2 driver of Chipotle consideration

FARMERS

Committed \$5 million to young farmers over five years

Invested over \$23.3 million into local food systems

EARTH

Energy conservation efforts saved an estimated 65,582 megawatt-hours of energy

All animals are raised without the use of subtherapeutic antibiotics or added hormones.

PEOPLE

Offered industry-leading, debt-free degrees in business for employees

Developed a robust minority supplier development program

WE COULD SAY THINGS LIKE:

No guac today. We weren't able to find enough avocados that met the bar.

**We're For Real.
For Real.**

We're so serious about fresh, can openers are cancelled in all of our 3,000 restaurants.

**We're For Real.
For Real.**

We don't just talk the talk. We guac the guac.

**We're For Real.
For Real.**

We're For Real. For Real.

Reclaiming leadership by setting a new, higher bar for *realness*

CHANNELS THEIR INNER LISA

Holds us to a higher standard
with brick-to-forehead clarity

SPEAKS TO THEIR INNER HOMER

Expresses our belief that the
realer we keep it, the better
it tastes

URNS SKEPTICS INTO BELIEVERS

Puts a stake in the ground
that separates us from
the pretenders

TERRITORY 2

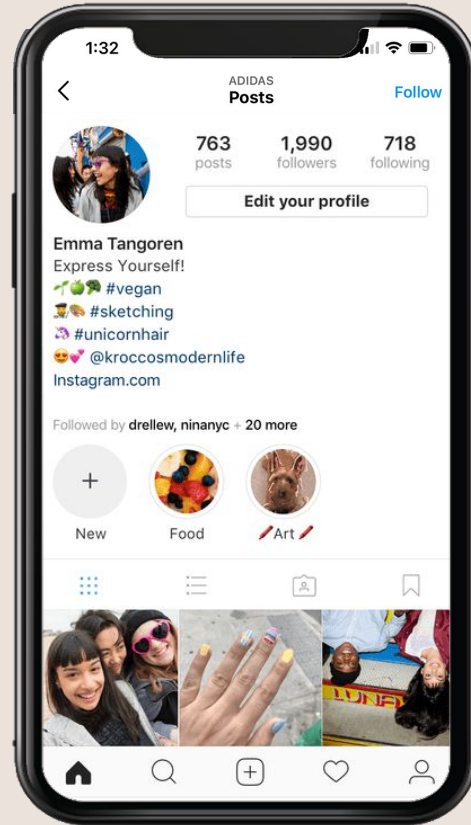
**THE ONE WHERE
WE RALLY OUR
COMMUNITY**

This is the age of fandom

From Swifties and Beliebers to Flat Earthers.
From iPhone Loyalists to Anime Lovers —
no matter your interest, there's a fandom for everyone.

They're how we define ourselves

They give us a collective sense of belonging—a group we can relate to, rock with and rely on



These cultural cliques are the new demographics

"In our modern era, traditional demographics no longer define us as well as we needs them to."

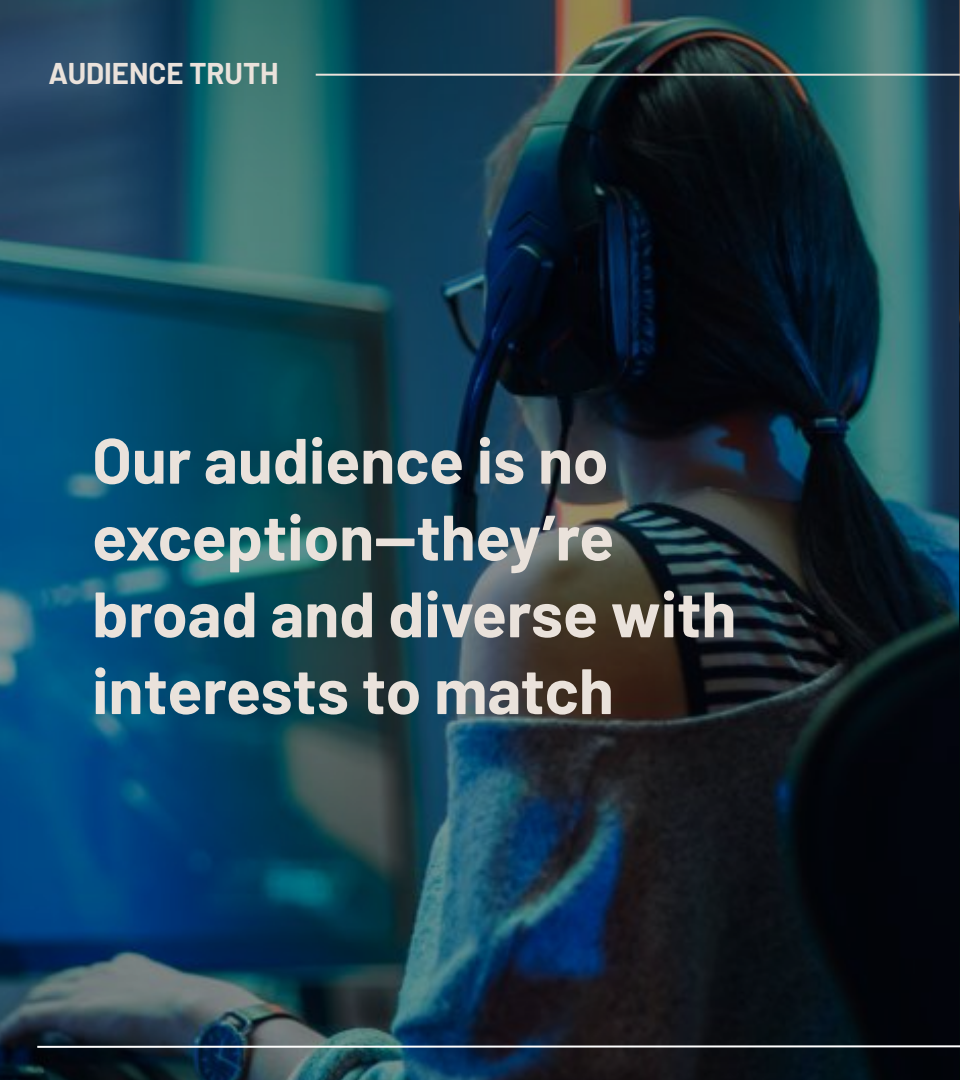
- Flex MR

"Netflix divides its 93 million users around the world into 1,300 'taste communities'"

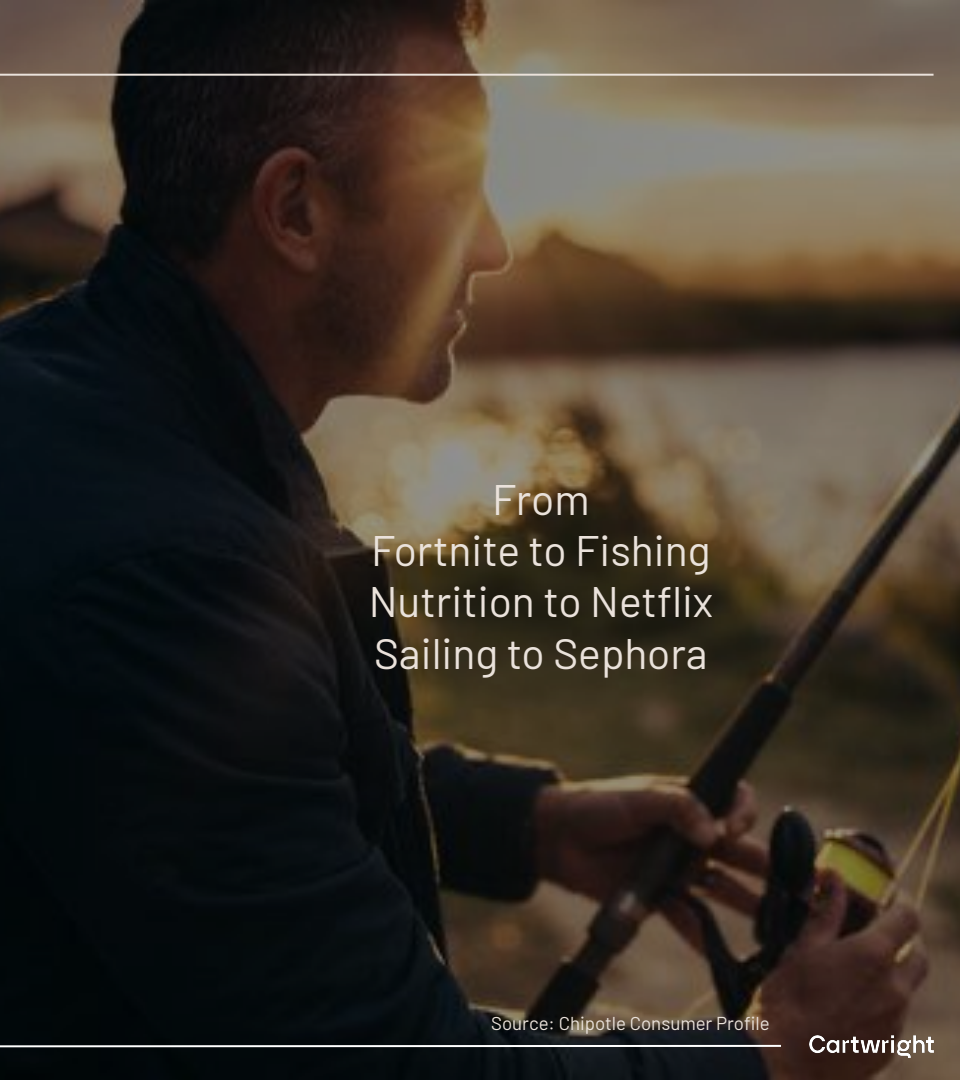
- Quartz

"We have seen that where you live, gender, age and other demographics are not significantly indicative of the content you will enjoy. Time after time, we see that what members actually watch and do on the service transcends the predictions of stereotypical demographics."

- Netflix



**Our audience is no
exception—they're
broad and diverse with
interests to match**



From
Fortnite to Fishing
Nutrition to Netflix
Sailing to Sephora

A man with long dark hair wearing a blue and yellow sombrero and a white short-sleeved shirt is leaning over a bar counter, holding a glass of orange juice. He is looking at a woman with blonde hair wearing a white and yellow striped poncho. She is also holding a glass of orange juice and looking up at him. They are in a festive setting with colorful Mexican decorations, including a large sombrero on the wall and a string of colorful flags. The background is dark, suggesting an indoor bar or restaurant at night.

**But what unites them is
their love of *Real Food***

Looking back, however, the bulk of Chipotle's work has been from the brand-out

Maybe it's time that changed ...



**Maybe it's time we gather their crew,
their collective, their cult – if you will**

Those with taste who can taste the difference

Who aren't easily led astray

Who crave what's *Real*

Who want to do good by the planet
...and their taste buds

Maybe it's time for Chipotle to...

**GATHER THE TRUE
BELIEVERS OF REAL**

GATHER THE TRUE BELIEVERS OF REAL

Rally the ranks of people who love real food and real purpose

We could say things like:

**Calling all true
believers of real**

**We believe whatever
the craving, burritos
are always the
answer**

**Life, liberty and the
pursuit of guacamole**

Gather the True Believers of Real

Rally the ranks of people who love real food and real purpose

SPEAK TO THEIR INNER LISA

Show how Chipotle's purpose aligns with their love of *real* food and *real* change

SATISFY THEIR INNER HOMER

Demonstrate what *real food* means and taste like from our audience's perspective

URNS SKEPTICS INTO BELIEVERS

Show our believers that if they hunger for a community that's *for real*, they crave Chipotle

Deliverables & Next Steps

A BIG IDEA

An idea that could become an expansive creative platform that lives under *For Real*

FILM EXPRESSIONS

Long form works (60s and 30s), but 15s are a sweet spot to crack

A CULTURAL MOMENT TO MAKE A STATEMENT

Break into the zeitgeist using a relevant moment or act to tell our story

NEXT STEPS

Weds 11.30: Briefing

Fri/Sat 12.2-3: Check-in with Keith

Mon 12.5: Final check-in

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- .
- .

Client Presentation: December 13, 11:00 am (PT)

Proposed Internal Reviews:

- **Thurs 11/10:** Brief Creatives
- **Fri 11/18:** Creatives x Keith review
- **w/o 11/21:** ** THANKSGIVING **
- **Weds 11/30:** Creatives x Keith review
- **Fri 12/2:** Full team internal review
- **Weds 12/7:** Full team internal review
- **Mon 12/12:** Final internal review
- **Tues 12/13:** Client Presentation

Recap

Two strategic territories designed to ...

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Reminds people of the work we do to cultivate a better world

SATISFY THEIR INNER HOMERS

Makes people crave our food and feel good about eating it

TURN SKEPTICS INTO BELIEVERS

Show people Chipotle's relevance in their lives

CORE BRIEF

CRAVEABLE FOOD YOU BELIEVE IS BETTER

tone

MAKE A SERIOUS DIFFERENCE WITHOUT BEING SERIOUS

TERRITORIES

**FOR REAL.
FOR REAL.**

Reclaim leadership by
setting a new, higher bar
for realness

**GATHER THE TRUE
BELIEVERS OF REAL**

Rally the ranks of people
who love real food and
real purpose



Cartwright

Appendix

CREATIVE BRIEF ONE-PAGER

Everything in this doc in ~~one~~ (three) condensed pages

THE PEOPLE OF CHIPOTLE

A deeper dive into the mindset and lifestyle of our consumer to help build out territory 2—*Gather the True Believers of Real.*

CHIPOTLE FACTS CHEAT SHEET

All the good Chipotle is doing around flavor, food quality, animal welfare, farmers, the planet, people and change—all in one place (One doc)

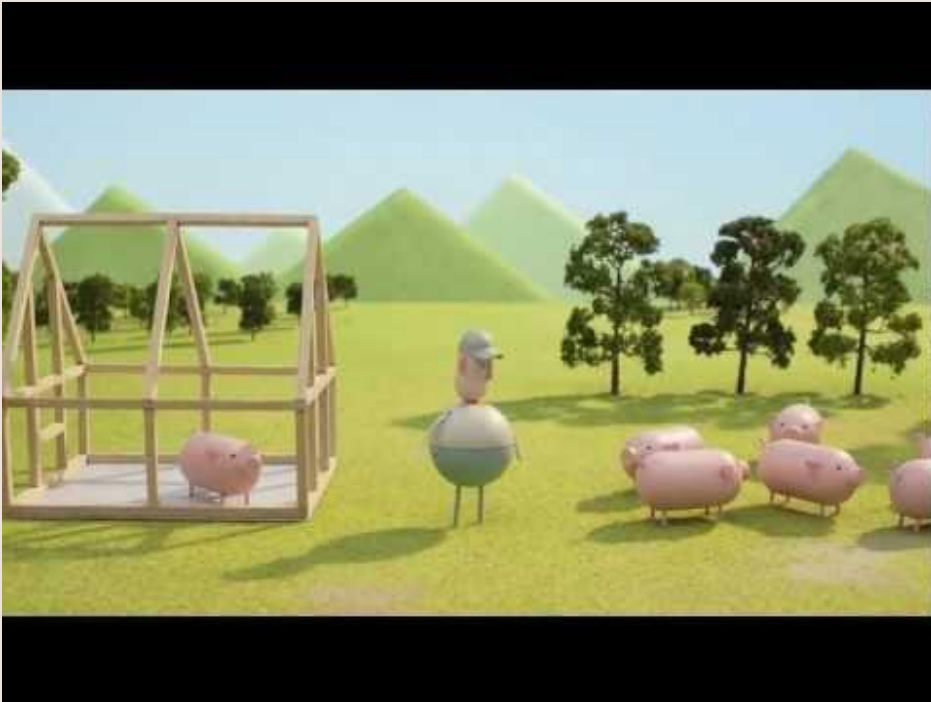
WHAT WE'RE MADE OF - Food with Integrity Guide

Chipotle's deck of everything that goes into making *Food with Integrity*

Past Work

PAST WORK

Back to the Start - 2011



A Future Begins - 2021



Can a Burrito Change the World? - 2021



PAST WORK

Behind the Foil - 2019



Supporting Farmers - 2019



PAST WORK

Team Chipotle - Unwrapped - 2021



PAST WORK

Bee For Real. - 2020



PAST WORK

As Real As It Gets - 2017

