

THE HUNT FOR THE GOLDEN LID



Winter/Spring Chipotle PR Campaign





THE LOW DOWN

Chipotle's strongest asset is its ability to insert itself into memes and popular culture through:

- Creative social media engagement
- Brand collaborations with other brands
- Viral merchandising moments



The gap is...that these promotions and collaborations are often short lived. Plus they don't often reward customers for engaging with their efforts.

OBJECTIVES

We want to maintain Chipotle's Status as the Best Fast-Casual Option.
Not just for healthy ingredients...
But for personalization and community engagement.

Increase Chipotle app downloads by 25% within the first 60 days of the campaign launch, measured through app downloads.

Generate 50 million impressions and achieve 300k+ user-generated posts using #HuntfortheGoldenLid within the first 60 days of campaign.

Increase in in-store sales by 15% during the 90-day campaign period compared to the previous quarter.

THE HUNT

Chipotle is entering the new year by sending their customers on the Hunt to win a year of free Chipotle!

Introducing **The Hunt for the Golden Lid!**

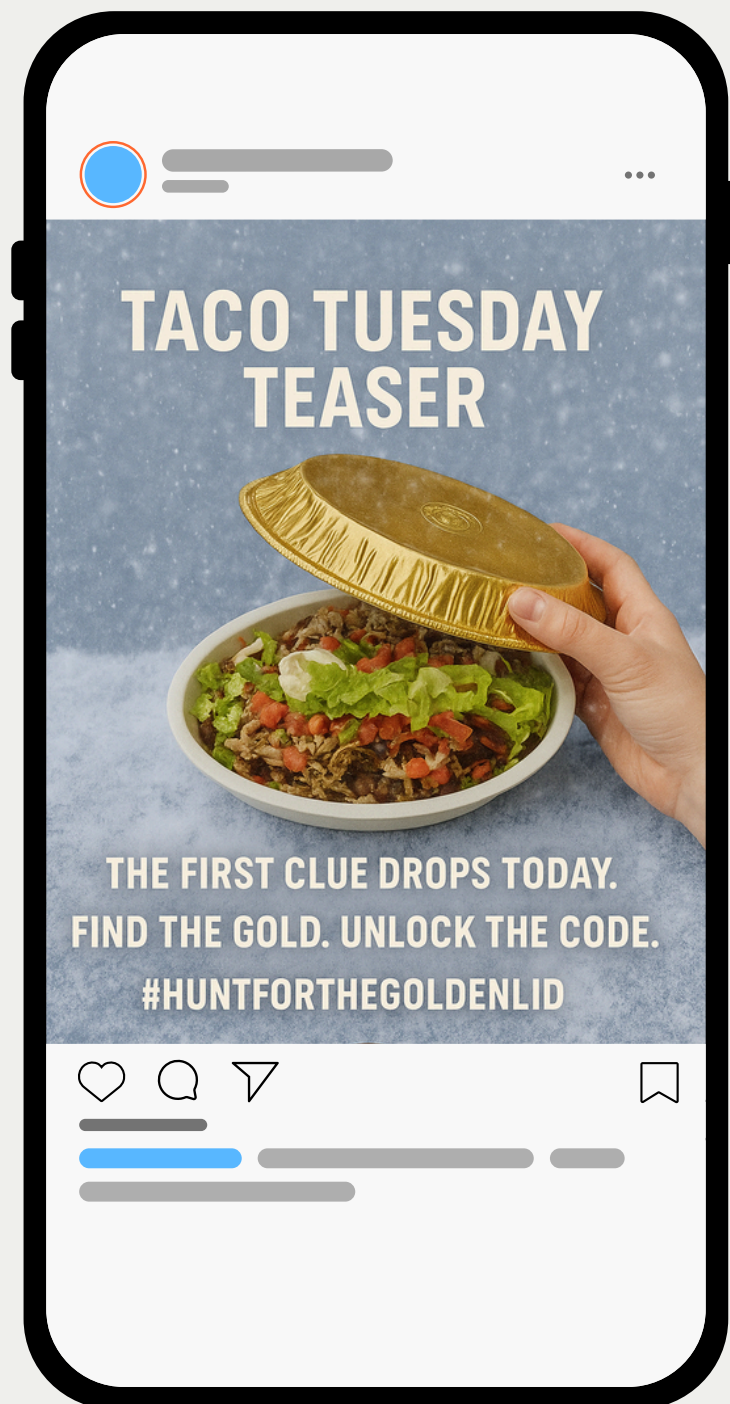
A nation-wide sweepstakes where fans get rewarded for finding exclusive codes. All codes are redeemable exclusively on the Chipotle App.

There are 3 kinds of Codes:

- Common Codes - Free Sides or Drinks, Discounts on Menu Items
- Rare Codes - Free Entree's, Merch, and More!
- Ultra-Rare Codes - Free Chipotle for a Year



THE INGREDIENTS



To engage the fans, Chipotle is partnering with 20+ influencers to drop hints of when codes will drop, post their own journeys, and offer exclusive codes to their fans.

Chipotle will be utilizing their own social media's to hint at lore behind the Golden Lid. Cryptic clues will also be released every Taco Tuesday across social platforms that hint at where rare codes might appear.

As well as creating community hubs on Reddit and Discord where hunters can share theories, decode hints, and discuss lore.

THE EVENTS

Chipotle will also be hosting exclusive “Golden Lid Ceremonies” to celebrate the first winners of the Hunt.

At select university campuses there will also be “Code Drop” events, where the students of that university will get the chance to compete in flash challenges for rare rewards.

Types of Events:

- the Treasure Hunt Rush
- a Golden Hour
- a Chipotle Tailgate



TIMELINE



THANK

YOU



QUESTIONS?