



# El caso Chipotle

Una marca que convirtió su programa de RSE en su esencia.

## **La Ecuación de su éxito**

Chipotle no necesita decir que sus productos son frescos y naturales.

Lo fresco y natural está asociado a la vida del campo y del campesino.

Chipotle apoya y tiene como proveedores a los pequeños granjeros asociados a su programa.

WE WANTED TO HAVE FARMERS IN OUR ADS,  
BUT WHAT SELLS ARE **BIG BURRITOS**,  
NOT LESSONS ON SUSTAINABLE FARMING.



IT'S NOT JUST A  
**BURRITO.** A hand-drawn illustration of a burrito in a foil wrapper, with radiating lines around it, suggesting heat or freshness.

IT'S A FOIL-WRAPPED, HAND-CRAFTED,  
LOCAL FARM SUPPORTING,  
**FOOD CULTURE** CHANGING  
CYLINDER OF DELICIOUSNESS.

LEARN MORE ABOUT  
FOOD WITH INTEGRITY →

NEVER LEAVE A  
HUNGRY MAN  
BEHIND



This Veterans Day Chipotle will donate ten percent of each sale to the Wounded Warrior Project, an organization that provides unique, direct programs and services to meet the needs of injured service members. Also, all active duty military members and veterans can receive a Chipotle burrito for half price. Thank you for your service!





*the* CHIPOTLE CULTIVATE *foundation*

DEDICATED TO CREATING A SUSTAINABLE, HEALTHFUL AND EQUITABLE FOOD FUTURE

Busca iniciativas que apoyen la agricultura sustentable.

Apoya proyectos de granjas familiares.


Apoya proyectos de educación culinaria (Obesidad infantil).

Lucha contra la industrialización indiscriminada de los alimentos.

*"They're a brand that's changing the behavior of how people think about food"*

Jay Russell / GSD&M Chief Creative Officer

“Slow food, fast,”



“Delicious, affordable food can be produced without exploiting the farmers, the animals or the environment. Chipotle has proven this to be true, but Chipotle is only one small part of the solution. Our goal now should be to have all food produced as sustainably as possible.”



*Steve Ells,  
Chairman, Chipotle Cultivate Foundation*





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Chipotle's growth machine SEPTEMBER 12, 2011

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# Chipotle's growth machine

by David A. Kaplan @FortuneMagazine SEPTEMBER 12, 2011, 9:00 AM EST



**Founder Steve Ells has built a multibillion-dollar Mexican food chain by providing fresh meals fast. Can he do it again, this time with Asian cuisine? Or is he a one-hit wonder?**

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@AnnaProsser Follow

I believe so much in the message of this marketing campaign that I cried. Good work @ChipotleTweets (via @LinkedIn) [linkedin.com/today/post/art...](http://linkedin.com/today/post/art...)

8:44 PM - 16 Sep 2013




[The Biggest Marketing Lesson from Chipotle's 'Scarecrow' Video \(and...](#)  
By Ann Handley @MarketingProfs

Last week, the fast-food company Chipotle released a new marketing program, "The Scarecrow," which depicts a kind of creepy, dystopian world that makes a heart-wrenching statement about the sorry

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 **David Wang**  
@luminatelove Follow

Awesome, Bold and Innovative ad move by Chipotle. Actually, I love this move and we will see more brands follow... [fb.me/34Xz5zBkb](http://fb.me/34Xz5zBkb)

12:39 PM - 13 Sep 2013

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Créanlo. Es una compañía de comidas rápidas.

- ★ ¿Programa de donaciones? No.
- ★ Poderosa herramienta de MKT para construir marcas.
- ★ Principio de WIN – WIN (Gana el consumidor y gana la marca).
- ★ Ligado a la propuesta de valor de la marca.

En épocas de crisis las marcas que han construido fuertes lazos de RSE son menos vulnerables.

RSE 2.0

Ser coherentes