

Date: 04/12/2023

Karl Jacobs x Chipotle

Karl Jacobs x Chipotle
with New Pollo Asado

Prepared for: Chipotle Pollo Asado Product Launch

Prepared by: rEvolution

Primary Goals & Objectives

To build excitement around Pollo Asado, the first new chicken menu innovation in Chipotle's 29-year history, the brand teamed up with superfan and star content creator [Karl Jacobs](#). The goal of the campaign was to launch Pollo Asado in a culturally driving way, tapping into the super fandom of Karl and his engaged community while also creating a can't miss Minecraft event unique to Chipotle.

Target Audience

The primary audience for Chipotle's campaign was the gaming community, specifically in the Gen Z and Millennial demographics. Karl Jacobs has a massive following and is one of the top creators due to his bold personality, unique and creative content, and top celebrity friends like Mr. Beast, Dream, Sapnap and more!

Important Campaign Factors

Key to campaign success was tapping into Karl's love for Chipotle and sharing that story with his passionate community. An ad spot that mirrored Karl's YouTube content was created for digital platforms. The ad went viral and became a meme with top personalities and the community on social media; "Chipotle has never done this before..." was everywhere. With Karl not active on social platforms, whenever he posts it's meaningful. With that insight, Chipotle strategically chose key moments through the campaign to tap into Karl's social on Instagram, Twitter, and TikTok to support and sustain the Pollo Asado launch.

To tie it all together, Chipotle leveraged Minecraft, a top 10 game on both Twitch and YouTube, to create a can't miss moment for Karl's fans. Karl tapped into his network of top creators like Tina Kitten, Dream, Sapnap, Austin Show and many more to host a 3v3 \$50K charity basketball tournament on a custom-built Chipotle court. The event featured 10,000 Chipotle free entrée drops as well as easter eggs hidden throughout the court. The event was the top Minecraft stream and peaked at 2nd overall on Twitch during the broadcast.

Campaign Success

The campaign far exceeded expectations, especially thanks to a surprise appearance by Mr. Beast, as well as participation from some of the biggest creators along with Karl, including DREAM, Sapnap, and TinaKitten.

Stream & Social Highlights:

- **689k+ Instagram Likes**
- **38K+ average viewers**
- **105K+ hours watched**
- **50K+ peak viewers**
- **395K+ video views**
- **#1 Minecraft Viewership on Twitch**
- **#2 in all viewership on Twitch**

The advertisement gained a mass amount of attention from the public and the social media response to the campaign resulted in the creation of a viral meme, which is still in use today by the most influential members of the gaming community.

Additional Details & Links

Video Ad Spot:



Parties Credited to the Successful Campaign

- Chris Brandt, CMO, Chipotle
- Stephanie Perdue, VP of Brand Marketing, Chipotle

- Scott Robinson, Senior Manager, Brand Marketing, Chipotle
- Chris Mann, SVP, REV/XP
- Brooke Zubal, Sr. Manager, Client Services, rEvolution