



Chipotle's "Back to the Start Campaign"

What?

An advertisement for Chipotle aired during the 2012 Grammy Awards highlighting the company's commitment to sustainability and local farmers versus companies that rely on factory farms

Who?

Chipotle, CAA (Creative Artists Agency), Willie Nelson (provided soundtrack)

When?

February 12th, 2012 during the 54th Annual Grammy Awards

Where?

Had aired in small movie theaters previously to test reactions, but aired in full for the first time at the Grammy's, taking up a full 2 minutes of ad time

Propaganda Techniques?

Plain folks

Virtue words

Target Audience?

Younger demographic, specifically those concerned with the origin of their food
Older demographic as well, using Willie Nelson for the music probably resonated with fans of his

Was it a success?

Widely discussed, won many awards

However, Chipotle's recent issues with food safety calls to question some of the ad's content