

Identifying the Effective Use of UGC

Brand: Chipotle

1. What type of UGC does the brand use (e.g., photos, videos, reviews, hashtags)?

Instagram Photos

- Customers often share images of their custom burrito bowls, burritos, or meals, posting artistic or lifestyle content
- Shots featuring Chipotle products are reposted by the brand on social media platforms.

TikTok Videos/Trends

- Finishing Burrito Bowl in 7 bites challenge
- Morph suits
- Collaborating with Influencers
- Chipotle metal card (David Dobrik etc)

Hashtags/testimonials

- In 2020, David Dobrik and Chipotle Mexican Grill collaborated on multiple campaigns that featured celebrity cards and a TikTok competition:

#ChipotleSponsorMe

In honor of Cinco de Mayo, Dobrik launched a TikTok challenge where participants could post their most creative Chipotle video and use the hashtags #ChipotleSponsorMe and #contest. The winners received a celebrity card, which gives free access to Chipotle. The hashtag #ChipotleSponsorMe received over 635 million views in six days.

Reviews:

- People review their Chipotle orders online and try other people's Chipotle orders
- Chipotle got a lot of publicity this past year because of the bad reviews they were getting for being stingy with bowls - there was a trend where customers would go in and order a bowl while filming the employee and if the bowl wasn't filled they would walk out mid order

- All publicity is good publicity

2. How does the brand encourage its audience to create and share content?

Chipotle encourages its audience to create and share content by leveraging strategies that make participation rewarding. Here's how the brand does it:

- *Social Media Challenges and Trends*
 - Chipotle creates or participates in trending challenges, particularly on platforms like TikTok.
 - Examples:
 - The #GuacDance Challenge invited fans to share dance videos for National Avocado Day, rewarding participants with free guacamole.
- *Rewards and Incentives*
 - Chipotle offers tangible rewards, such as discounts, free food, or entry into contests, for participating in UGC campaigns.
 - Example: Fans sharing creative content during special events or using specific hashtags are often rewarded with perks.
- *Reposting Fan Content/Commenting on creators' socials*
 - The brand amplifies customer-created content by reposting it on its own channels (Instagram, TikTok, etc.).
 - This recognition motivates users to share more content, knowing there's a chance to be featured by the official Chipotle account.
- *Collaborations with Creators and Influencers*
 - Chipotle partners with influencers to inspire fans to create their own UGC.
 - Influencers showcase Chipotle in trendy, relatable ways, encouraging their audience to follow suit.

3. What makes the UGC campaign engaging and effective?

- Chipotle's UGC campaign is engaging as the public is always interested in seeing people's different Chipotle orders. Chipotle is also known for its versatility and variety when it comes to creating a bowl or a burrito. There are countless ingredients for customers to add and experiment with. Through user-generated content, customers can discover new ideas to incorporate into their own orders during future visits and avoid recipes that may not taste as good. Furthermore, due to this versatility, there are various hacks and creative ways to enjoy the food, making user-generated content unusually popular for a fast-food restaurant chain.

TikTok trends like ‘finishing a burrito bowl in 7 bites’ create a challenge revolving around the Chipotle brand, attracting clicks and tags that drive attention to Chipotle and encouraging viewers to try this challenge for themselves. Also, the rewards and incentives components of the UGC campaign encourage Chipotle fans to participate in challenges to receive recognition or monetary rewards for their loyalty and participation.

4. How does this strategy align with the brand’s values and target audience:

- Chipotle’s use of UGC aligns with the brand’s values and target audience as Chipotle has frequently marketed itself to appeal to younger people. Through utilizing UGC, Chipotle has been able to keep young people interested in eating there as influencers and relatable people have gone there and made content about how they enjoy the food. This aligns with the brand as Chipotle has branded itself to be a cool and trendy spot, which UGC content aligns with as it appeals to people interested in trends.