

#ChipotleGoesGold

Our #SelfiesForACause project is separated into three different parts. Since we are using Chipotle and creating a national campaign, we are working with Chipotle's branding, as well as Go Gold Ads and Selfies For A Cause. Our goal is to use Chipotle as a platform to not only raise awareness for childhood cancer but also raise money for the cause as well.

Our goal was to create a campaign that would not only be appealing to individuals who are affected by childhood cancer, but teenagers, the elderly and everyone in between.

1

The Chipotle ads were specifically created to match Chipotle's branding and advertising techniques. Our goal was to stay true to Chipotle's brand while educating individuals about the pediatric cancer and to bring awareness to the Go Gold Fund.

2

Our Go Gold ads were tailored to match the style of the organization. Our photos will spike curiosity about the Go Gold Fund while informing individuals that something must be done and they can help by taking part in #ChipotleGoesGold.

3

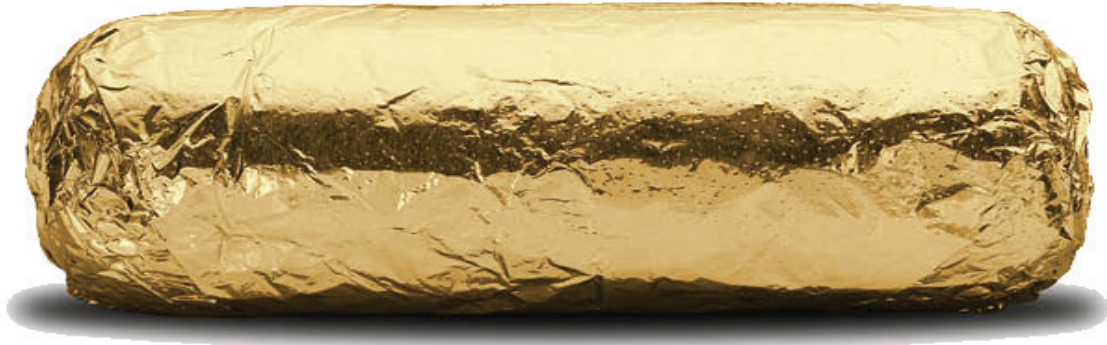
The selfies taken by individuals in our group illustrate the type of interaction we hope to see on social media, specifically Instagram. After individuals purchase burritos from Chipotle, we encourage them to share their selfies on social media with our hash tag, #ChipotleGoesGold to raise awareness and in doing so raise money.



1

CHIPOTLE ADS

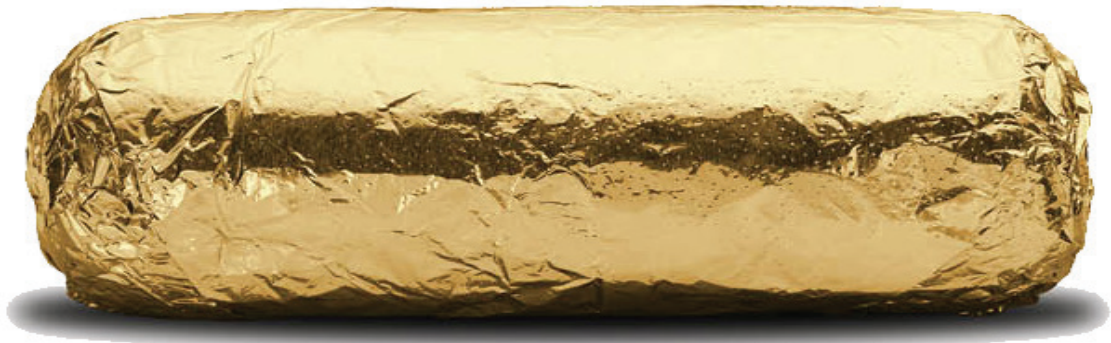
HEART OF GOLD



Did you know that **childhood cancer robs 71 years of expected life?** Now is the time to make a change. Come to any Chipotle on Thursday, September 8th between 4:00 pm - 8:00 pm. Bring this flyer, take a selfie with your gold burrito with #ChipotleGoesGold, and Chipotle will donate 50% of the proceeds to the Go Gold Fund for childhood cancer research.



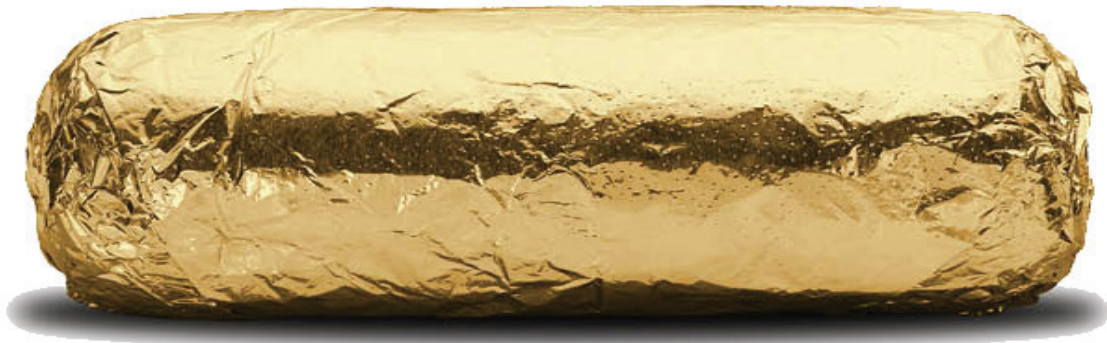
FOOD FOR CHANGE



Did you know that **childhood cancer is the #1 disease killer of children?** Now is the time to make a change. Come to any Chipotle on Thursday, September 8th between 4:00 pm - 8:00 pm. Bring this flyer, take a selfie with your gold burrito with #ChipotleGoesGold, and Chipotle will donate 50% of the proceeds to the Go Gold Fund for childhood cancer research.



GOING FOR THE GOLD



Did you know that **every single day, 250 innocent children die of cancer?** What's even worse is that the **National Cancer Insititue only spends 4% of their budget on childhood cancer research.** Now is the time to make a change. Come to any Chipotle on Thursday, September 8th between 4:00 pm - 8:00 pm. Bring this flyer, take a selfie with your gold burrito with #ChipotleGoesGold, and Chipotle will donate 50% of the proceeds to the Go Gold Fund for childhood cancer research.



2

GO GOLD FUND



CHIPOTLE
MEXICAN GRILL



A grayscale photograph of a person holding a burrito wrapped in gold foil. The person's face is partially visible in the background, and they are wearing a yellow and black wristband. The burrito is held horizontally in the center of the frame.

#Chipotle Goes Gold

5,547,600

THE NUMBER OF PEOPLE WHO WAIT
IN LINE EVERYDAY FOR A CHIPOTLE BURRITO.

43

THE NUMBER OF KIDS WHO WAIT IN LINE
EVERYDAY TO GET THEIR DIAGNOSES.

WHAT LINE ARE YOU IN?

OVER **40,000** STUDENTS HAVE
WALKED OVER THESE BRICKS THIS
YEAR.

91,250 CHILDREN WILL NEVER GET
THE CHANCE TO.



AVERAGE EXPENSE OF HAVING
A CHILD WITH CANCER: **\$30,500**

CHIPOTLE REVENUE IN
THE LAST YEAR: **\$2.4 MILLION**



**OPEN YOUR WALLET
TO SOMETHING BIGGER.**



YOUR **EXTRA GUAC**
GIVES
THEM EXTRA **LIFE.**



WE IMAGINE A WORLD WHERE
OUR KIDS GROW OLD,

WHILE CANCER ENVISIONS A WORLD
WHERE OUR KIDS DIE YOUNG.

GO GOLD WITH CHIPOTLE



A grayscale photograph of a person's hand holding a rectangular object wrapped in crinkled gold foil. The hashtag "#ChipotleGoesGold" is written in black marker on the foil. The person is wearing a yellow wristband with the words "GO GOLD" printed on it. The background is a blurred white wall.

#ChipotleGoesGold

THE NATIONAL CANCER INSTITUTE
SPENDS **4%** OF ITS BUDGET ON
CHILDREN'S CANCER RESEARCH

CHIPOTLE WILL DONATE **50%** OF
ITS BUDGET TO CANCER RESEARCH

WHAT'S IN YOUR BUDGET?

3 SELFIES

SHOW YOUR GOLD

#ChipotleGoesGold



SHOW YOUR GOLD

#ChipotleGoesGold



#ChipotleGoesGold

