



Marketing in the News

e.l.f. x Chipotle

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**“We don’t just want to do
the conventional thing.
We want to be part of
culture and show up in
unique places.”**

Chris Brandt, Chipotle’s CMO

**“How do we create an
experience and a universe
that people want to be
part of?”**

Kory Marchisotto, e.l.f.’s CMO

Product Offerings



**Chipotle
Eyeshadow
Palette**

\$16



**Extra Guac
Sponge Set**

\$10



**Make It Hot
Lip Gloss**

\$8



**Eyes Chips
Face Makeup
Bag**

\$18

Product Offerings

**“Eyes Chips
Face” Bowl
(Vegan)**

\$9.85



How is a collaboration between a fast casual chain restaurant and a makeup brand possible?

e.l.f. x Chipotle

Jennifer Aaker's Big 5 Brand Personality Model:

**Consumers become “friends” with a
brand that has a similar personality
as them.**

Brand Personality (Aaker Big 5)

Competence

- Both are widely available across the United States
 - Chipotle Locations (USA) - 2,744
 - E.l.f. Available at: CVS, Target, Walgreens, Walmart, Ulta, Sephora, etc.
- Widely known
- Degree of credibility for what they offer
- Standard of quality and consistency; even at low price points → balanced CVP



  Holy Hydration! Face Cream FREE SHIPPING ON ORDERS \$15+ CHOOSE 2 FREE GIFTS WITH ORDERS \$25+1 ★★★★★ \$12.00	  Holy Hydration! Makeup Melting Cleansing Balm FREE SHIPPING ON ORDERS \$15+ CHOOSE 2 FREE GIFTS WITH ORDERS \$25+1 ★★★★★ \$10.00	  Jelly Pop Dew Primer FREE SHIPPING ON ORDERS \$15+ CHOOSE 2 FREE GIFTS WITH ORDERS \$25+1 ★★★★★ \$10.00	  Lash it Loud Mascara FREE SHIPPING ON ORDERS \$15+ CHOOSE 2 FREE GIFTS WITH ORDERS \$25+1 ★★★★★ \$6.00	Chicken Bowl Chicken, Fresh Tomato Salsa, Sour Cream, Romaine Lettuce, White Rice, and Black Beans \$7.85
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Brand Personality (Aaker Big 5)

Sincerity

- Emphasize sustainability in their products
 - Ingredient-conscious (sourcing & sustainable)
 - Real “Foodprint”
 - GMO/vegan & cruelty-free



for Real

e.l.f. respect

Look good and feel good—all our formulas are 100% vegan, no animal testing and made without the nasty bad-for-you stuff. Totally guilt-free.



100% vegan and cruelty-free,
worldwide.



free from phthalates, parabens,
nonylphenol ethoxylates,
triclosan, triclocarban,
and hydroquinone. All skincare
is also free from sulfates.

REAL INGREDIENTS

We have always been committed to preparing real food made with real ingredients. You know, the kind you can recognize and pronounce.

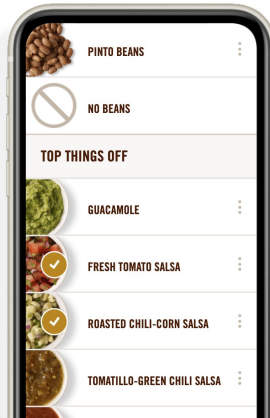
e.l.f.
eyes lips face

Brand Personality (Aaker Big 5)

Sincerity

BUILD YOUR CHIPOTLE ORDER TO CALCULATE YOUR REAL FOODPRINT

Real Foodprint calculates an average sustainability impact across each of our 53 real ingredients based on our leading sourcing standards as compared to conventional ingredients.



LESS CARBON IN THE ATMOSPHERE

3.2 GRAMS

WATER SAVED

0.7 GALLONS

IMPROVED SOIL HEALTH

2.8 SQ FEET

SUPPORTED ORGANIC LAND

2.0 SQ FEET

ANTIBIOTICS AVOIDED

0.0 MILLIGRAMS

DETAILS

HOW TO USE

INGREDIENTS

NET WT 0.88 OZ (25 g)

Mica, Synthetic Fluorphlogopite, Talc, Tridecyl Trimellitate, Dimethicone, Ethylhexyl Palmitate, Silica, Calcium Sodium Borosilicate, Magnesium Palmitate, Magnesium Stearate, Boron Nitride, Calcium Aluminum Borosilicate, Phenoxyethanol, Caprylyl Glycol, Tin Oxide, Diethylhexyl Syringylidenemalonate, Caprylic/Capric TriglycerideMAY CONTAIN: Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, 77492, 77499), Yellow 5 Lake (CI 19140), Red 40 Lake (CI 16035), Manganese Violet (CI 77742), Blue 1 Lake (CI 42090), Chromium Oxide Green (CI 77288), Ferric Ferrocyanide (CI 77510), Black 2 (CI 77266)(Nano)



Brand Personality (Aaker Big 5)

Excitement

e.l.f. Cosmetics

- **Young/trendy**
- Up-to-date
- Elements of surprise (i.e., Chipotle collab)
- **TikTok** presence -- original “Eyes Lips Face” song
- Involved with celebrity makeup artists and social media micro-influencers

Chipotle

- Serve options for most dietary preferences/restrictions
- On the new **social media** trends
- Well-known by **younger generations/trendy**



Brand Personality (Aaker Big 5)

Excitement

- Original song “Eyes Chips Face” (spoof on e.l.f.’s original TikTok song “Eyes Lips Face”)
- Appeals to trendy Gen Z consumers
- Builds cultural relevance



elfyeah ✓ elfyeah · 3d ago

Ya'll need to spice it up 🔥 All of this beauty is making me hungry 🤤

✨ #oddlysatisfying #tiktokbeauty #eyeschipsface

🎵 Eyes. Chips. Face. - elfyeah



2154



95

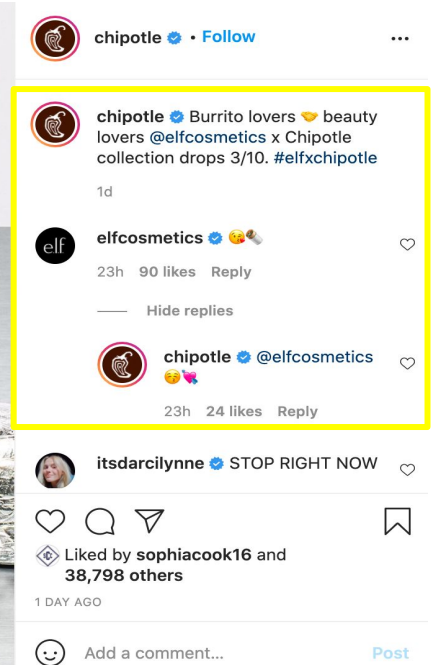


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Brand Personality (Aaker Big 5)

Excitement

- Instagram interactions



Brand Personality (Aaker Big 5)

Excitement

- Instagram interactions

My kind of palette



Jennifer Aaker's Big 5 Brand Personality Model: Consumers become “friends” with a brand that has a similar personality as them.

Since Chipotle and e.l.f. align on similar brand personality traits, a collaboration between them works since they can:

- Express each brand's personality traits in a single unified campaign
- Appeal to both consumer markets despite offering completely different products
- Gain attention from pop-culture through unexpected and culturally relevant campaign



Thank you!