



# Chilis Media Plan

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Chili's Now

Digital Media

Analysis

Digital Media Plan





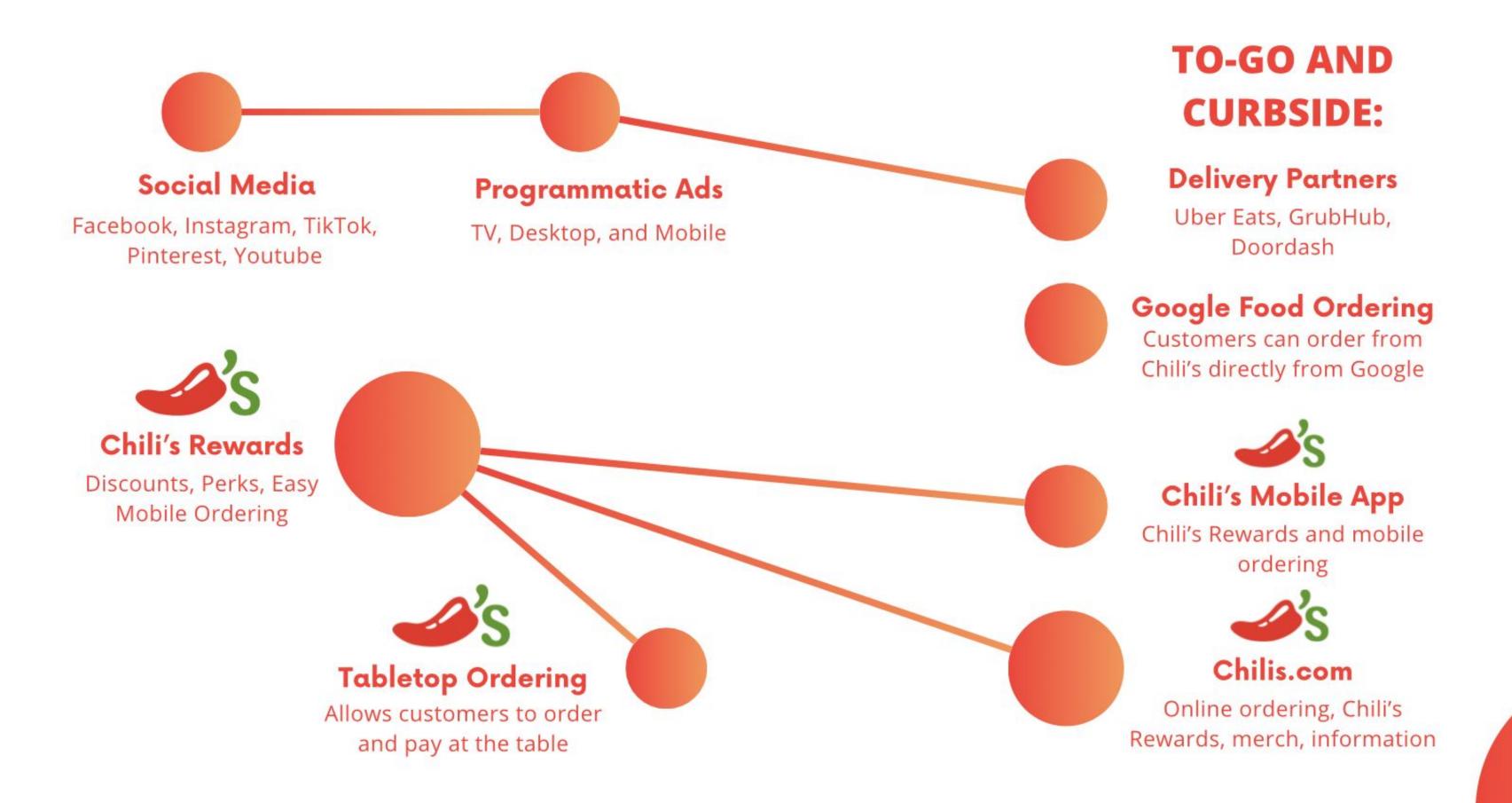


**Positioning Statement** 

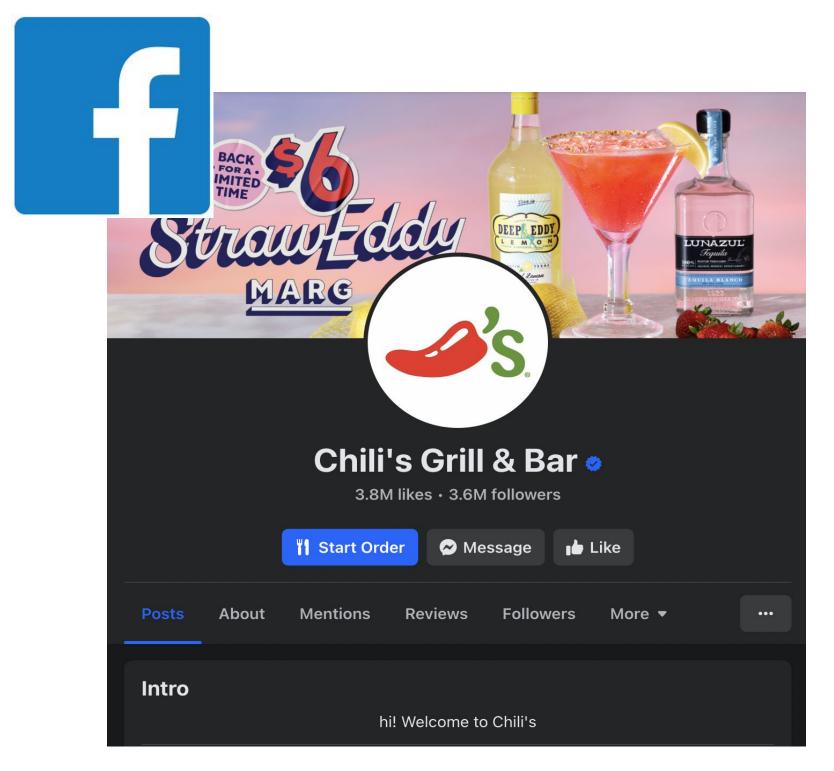
### Chili's

For the millennial family, Chili's is a classic sit-down restaurant that offers a wide array of menu items and festive drinks, providing a fun and hearty meal for special days or casual occasions that the entire family will enjoy.

### CHILI'S DIGITAL ECOSYSTEM



## Current Social Landscape: Facebook, Instagram, and X



- 3.6 Million Followers
- Ranging from 200 1K Comments per post
- 3.8 Million Likes(500 1.5K Likes per post)
- 5+ posts a Week

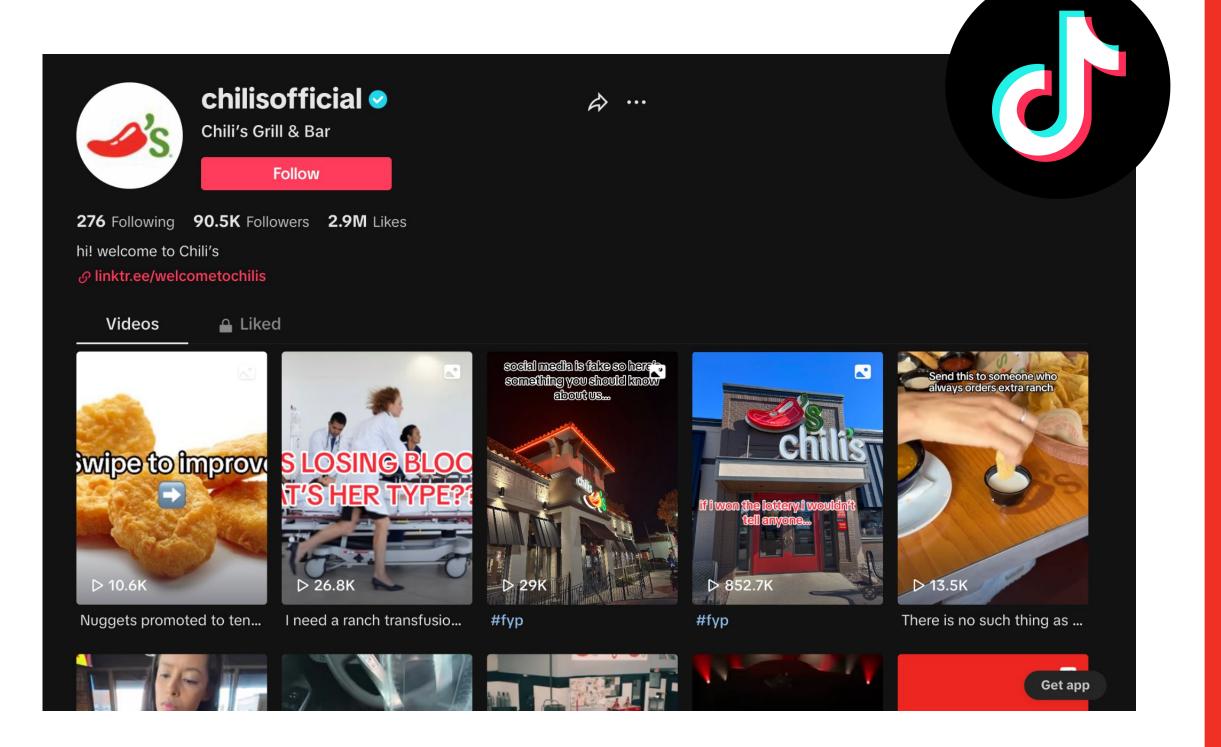


- 433K Followers
- Ranging from200 1KComments perpost
- Same Content as Facebook



- 432.9K Followers
- Very active with interacting with other brands
- About posts a Week

## Current Social Landscape: TikTok



- Newer Social Platform (Just starting Out)
- Somewhat Successful
- Lower Following
- Began in Covid partnering with social media management company (ICUC)
- Content still targeted towards millennials
- Great source for expanding into new target audience

**Programmatic & RTB** 

## Digital Media Placement w/ TTD

In order to streamline and optimize their programmatic buying, Chili's uses a Demand Side Platform (DSP). An example of a highly effective DSP is **The Trade Desk** (TTD), which we will use as an example throughout this presentation. TTD helps companies optimize their cross-platform programmatic digital marketing by storing data that informs ad space bidding decisions.



## Supports Ad Buying With Data

- Contextual Data
- Behavioral Data
  - → Influences ad bidding

## Aid Ad Inventory Search

- Relationships with publishers
- Takes stock of inventory
- Helps Chili's navigate

## Vital in Chili's RTB Process

- Use contextual & behavioral data
- Deliver data-backed bid response
- Open Auctions & Priv. Marketplace



# Chili's Media Analysis Via:

Netlytic

Communalytic

Comscore

## Sentiment Analysis: 90's Nostalgia Campaign (2023)





#### **Target Audience**

Millennials, who will feel nostalgic for the 90s when they hear the jingle and see Brian McKnight

#### **Netlytic Sentiment Analysis**

The top word BOTH comment sections was "love", indicating positive reactions to the campaign

#### **Communalytic Analysis**

Slightly positive skew from VADER and TextBlob's analysis of Chili's Reddit page

### Comscore



Mobile & Desktop
Only UV



Mobile Only UV is 10x larger than
Desktop only UV
(Jan 2024)

#### % Change Media Trend Desktop & Mobile



Joint Desktop & Mobile reach increased over the past year (Jan 2023 - Jan 2024)

#### **Demographics**



% Reach Change: Desktop & Mobile reach grew most for 18-24 age group (June 2023 - Jan 2024)

<u>% Reach:</u> highest Desktop & Mobile for 18-24, 35-49, 55-64 (Jan 2024)

#### Income



Those making **25K - 40K** go to Chili's more than all other income brackets (Jan 2024)

### With and Without Children



People without children are

2x as likely to go to Chili's
than people with children

(Jan 2024)

#### Race



Black/African-American
people are more likely to go
to Chili's than people of other
races (Jan 2024)







Digital Media Plan Recommendation:

## Capitalize on **College Students**



**Currently advertising cheap food** & drink offerings



Growth in 18-24 audience



Low income go to Chili's most



Without children go 2x more





Trying to grow on TikTok but targeting wrong audience (Millennials)

**2019: Targeting Families** 

**2023: Targeting Millennials** 

\* yet growth is highest for 18-24 \*

**2024:** Targeting ....

#### **Expanding the Target Audience With**

## Influencer Marketing

College students tend to learn about restaurants and deals through social media.

#### College Ambassador Program for Marg of the Month

Ex. Alix Earle of UMiami

- Fun and outgoing lifestyle
- High following of 3M on Instagram (Mega-influencer)

#### Payment Model: Cost Per Action (CPA) + Codes

Performance-Based compensation drives real results





alix\_earle 🐡



**489** posts

3.5M followers

Alix Ashley Earle

\*

host of @hotmess miami alixearleteam@unitedtalent.com @ hoo.be/alixearle

Followed by mira.brodsky, madisonlanepho

## Leverage Marg of the Month & Gameday Offerings





## Programmatic: Targeting College Students

The Trade Desk (TTD) has both contextual and and behavioral data that –if they were Chili's DSP – would **allow Chili's to target <u>college students</u>** with digital media via programmatic channels.





RTB Example:

Claire | college student



## Real Time Bidding (RTB) Example:

# Targeting College Students Using TTD

TTD Supports Chili's with RTB in the **Open Auction** & **Private Marketplace** Levels of Waterfall

#### Claire Reads Article: Ad Request

Claire, a college student, reads an article from a publisher that partners with The Trade Desk; an **ad request** is then sent out

#### TTD Interaction: Bid Request & Bid Response

Ad Exchange sends **bid request** to TTD, who uses behavioral & contextual data to determine that <u>Claire is a college student</u> – Chili's target audience – and they should send a **bid response** 

#### Claire Sees Chili's Ad: Auction, Win Notice, and Ad Display

In the Ad Exchange, an **auction** is held for the ad inventory Claire is about to see; TTD's bid on Chili's behalf wins, and a **win notice** is sent to TTD. Then, the **Chili's ad is displayed** on Claire's screen.

#### **Programmatic Safety:**

#### Formal Measure:



#### **Partner with TribeOS**

- Fraud protection & transparency tools
- Ensures you won't encounter ad fraud
- Ad shield technology
- Commission: 15%

#### **Programmatic Safety:**

### **Other Options:**

#### **Brand Safety:**

- Blocklist
- Allowlist

#### Viewability

- Ad-Verification tools
- Viewability Tracking

## Thank I Jou For Your Attention

**Any Questions?**