



# QDOBA

MEXICAN EATS®

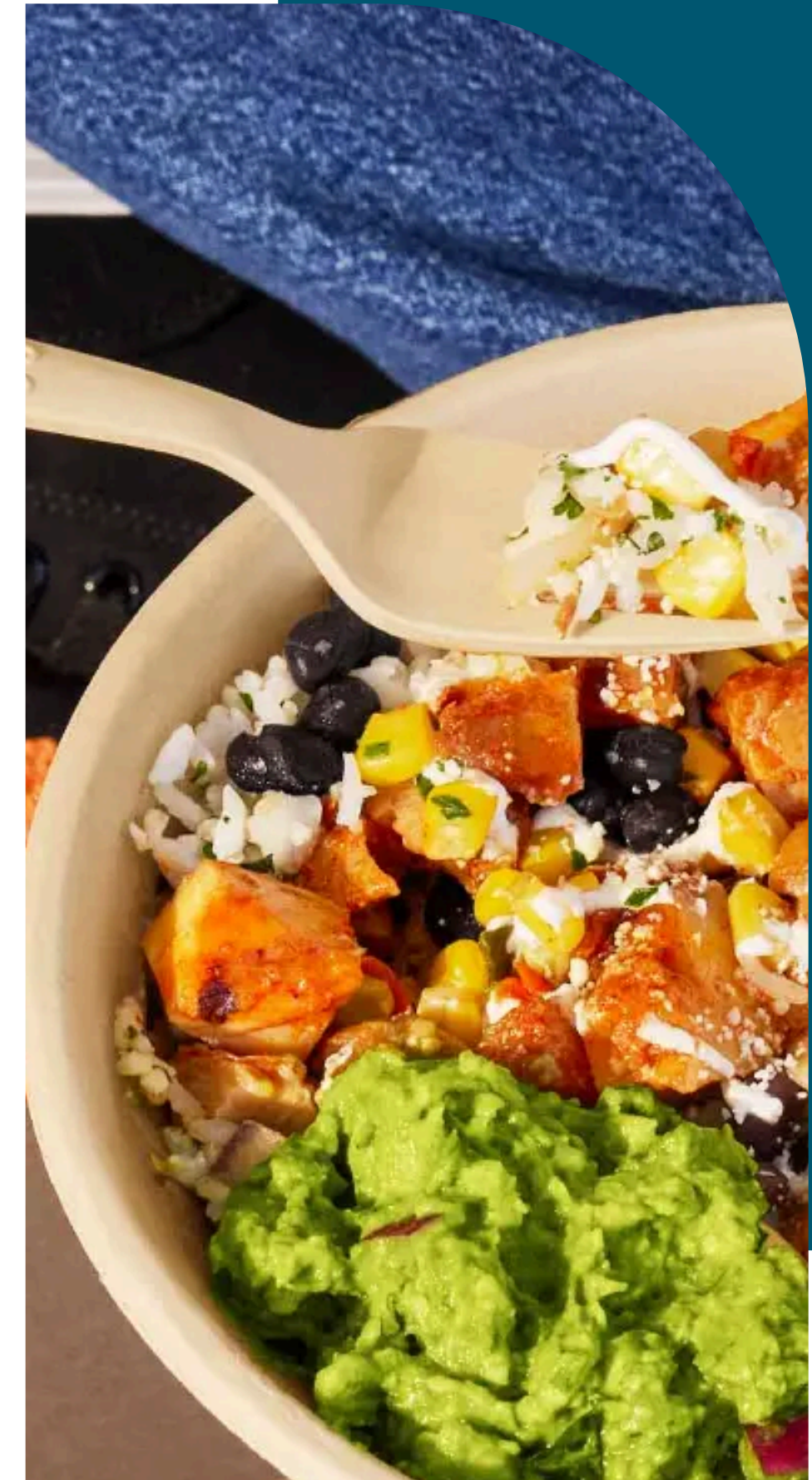
GROUP 6



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# OVERVIEW



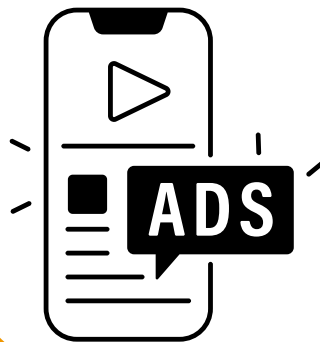




## ABOUT QDOBA

A prominent chain offering Mexican-style cuisine, located at the heart of Purdue University.

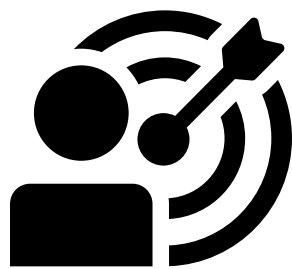
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## CAMPAIGN OBJECTIVE

Increase awareness and visibility of Qdoba among Purdue students through targeted social media campaigns.

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## TARGETED AUDIENCE

Purdue University students aged 18-34, leading active lifestyles and heavily engaged with social media.

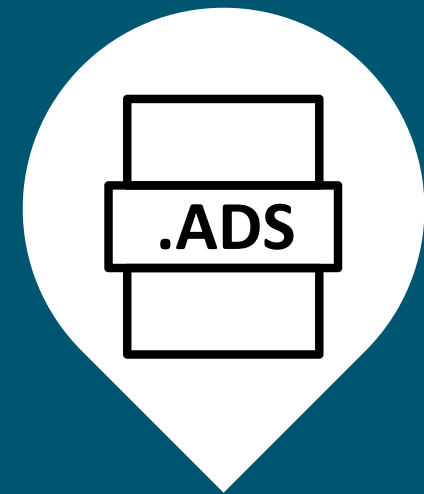






# ABOUT THE CAMPAIGN





**Timeline &  
Budget**



**Marketing  
Concepts**



**Ad Format &  
Placement**



**Metrics  
Tracked**



**Ad  
Optimization**

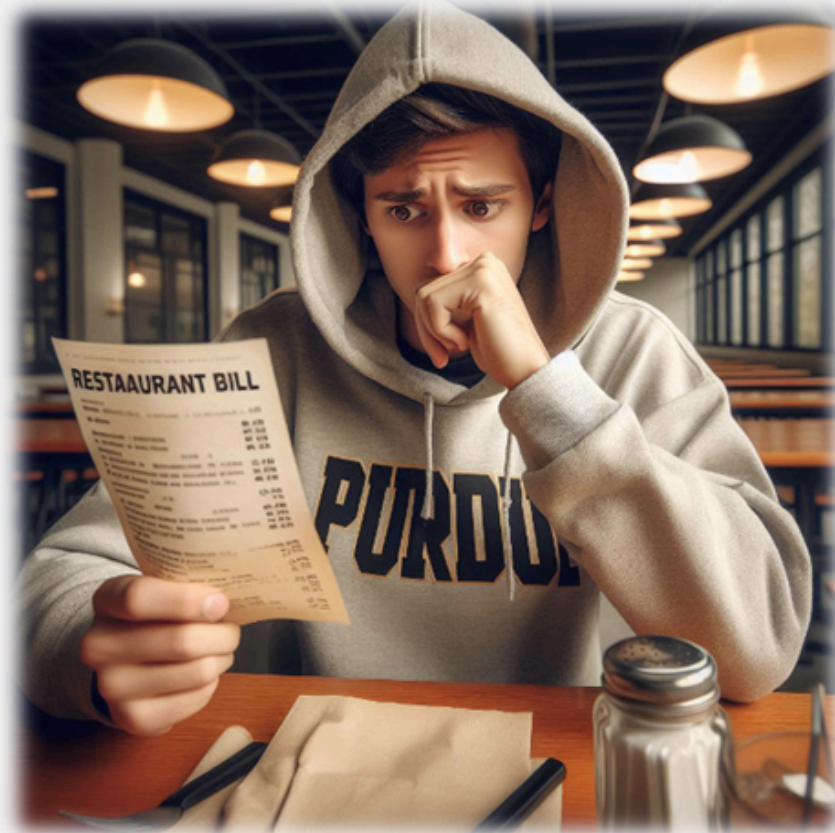


# CREATIVE STRATEGY FOR MASLOW'S HIERARCHICAL THEORY



# ARE CONSUMER DECISIONS INFLUENCED MORE BY **EMOTIONS** THAN **LOGIC** ?

NEGATIVE EMOTION



Don't Worry! You Can afford at  
**QDOBA**  
MEXICAN EATS®

POSITIVE EMOTION



Make Eating Wallet-Friendly at  
**QDOBA**  
MEXICAN EATS®

Craving restaurant-quality eats but your wallets on a student budget? 🤔  
At Qdoba, we serve up epic flavours without the epic bills. 🌮🍷🥤  
Say goodbye to the gut-wrenching check and hello to mouth-watering, budget-friendly meals right at your convenience. 😊😍





# CREATIVE STRATEGY FOR MOTIVATIONAL CONFLICT THEORY



# ARE CONSUMER DECISIONS INFLUENCED MORE BY **EMOTIONS** THAN **LOGIC** ?

NEGATIVE EMOTION



No More Confusion. Come to  
**QDOBA**  
MEXICAN EATS®

POSITIVE EMOTION



Make Eating Guilt-Free at  
**QDOBA**  
MEXICAN EATS®

Hey... 📢📢📢

Craving something Tasty yet  
Healthy? 🤔

It's time to indulge in a guilt-  
free feast that leaves you  
energized 😄 and ready to  
tackle your day!

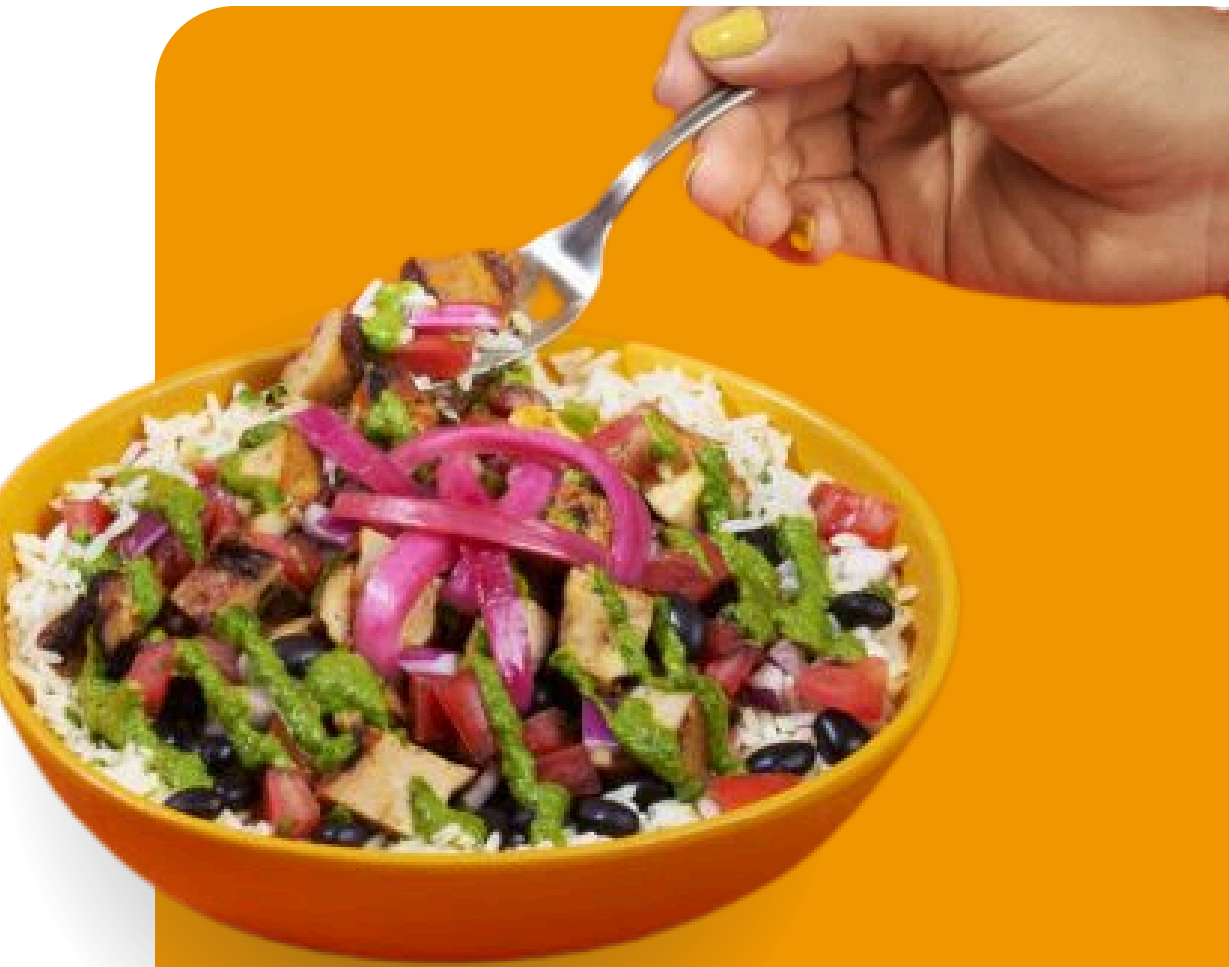
Fresh. Flavourful. Fulfilling.

✨😍

Try it now and feel good! 🌮



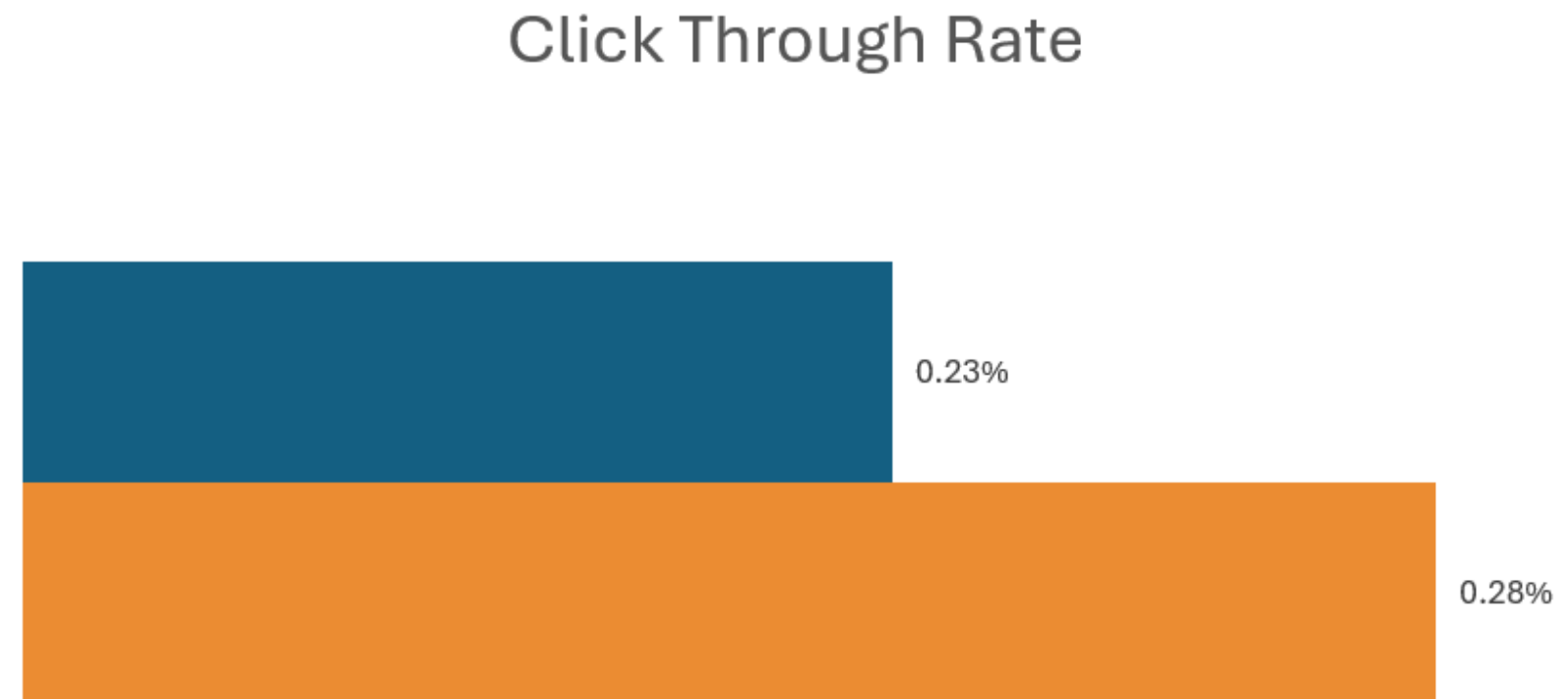
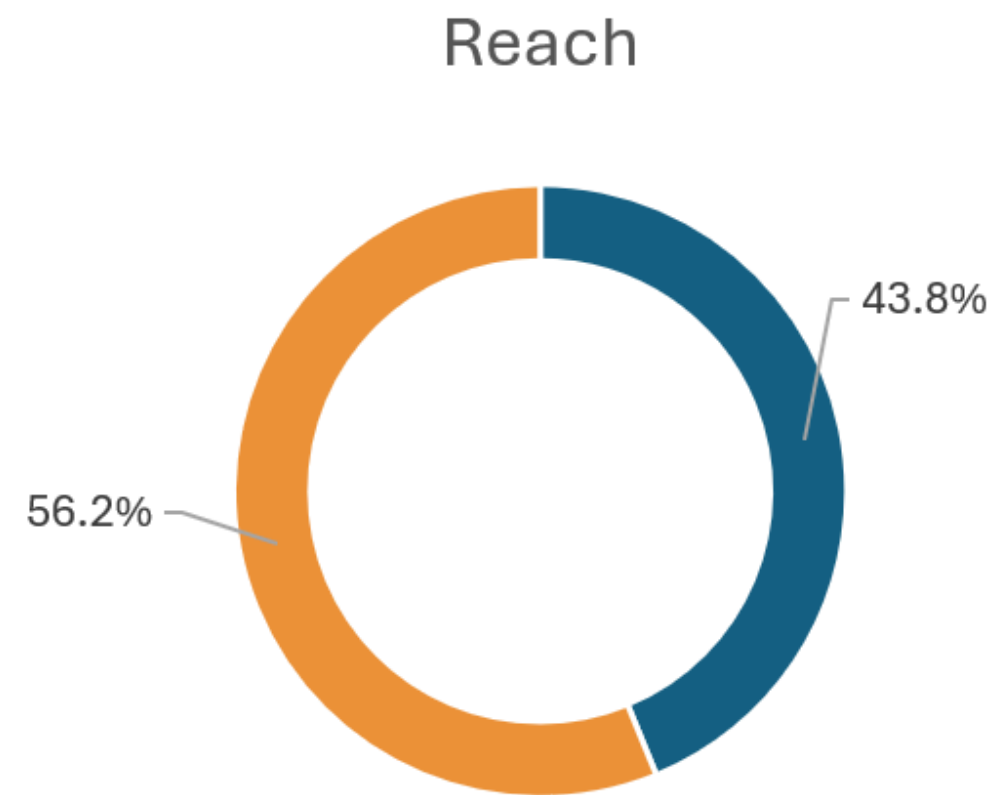




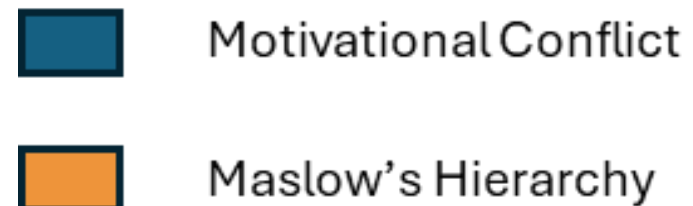
# RESULTS & ANALYSIS



# AD SET PERFORMANCE

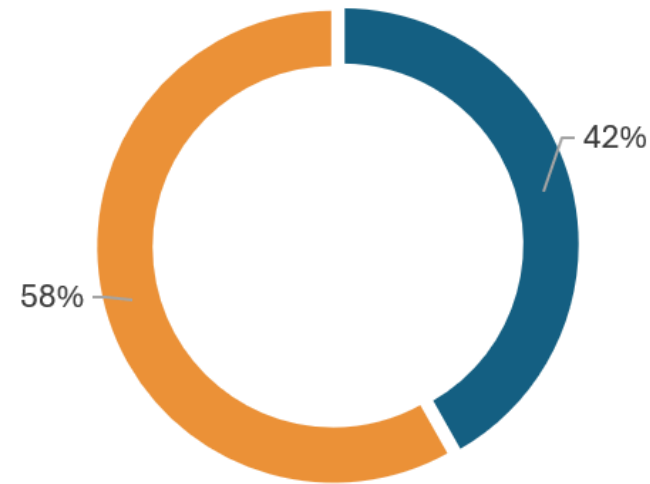


The ad set focussing on the 'affordability' aspect  
had a better reach as well at CTR

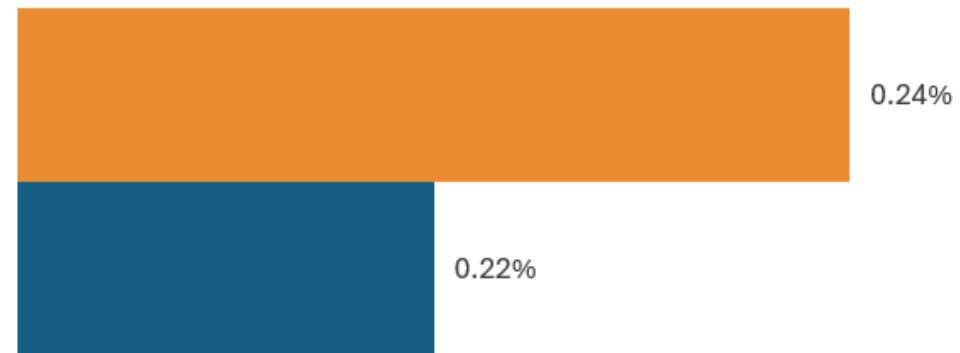




Reach



Click Through Rate



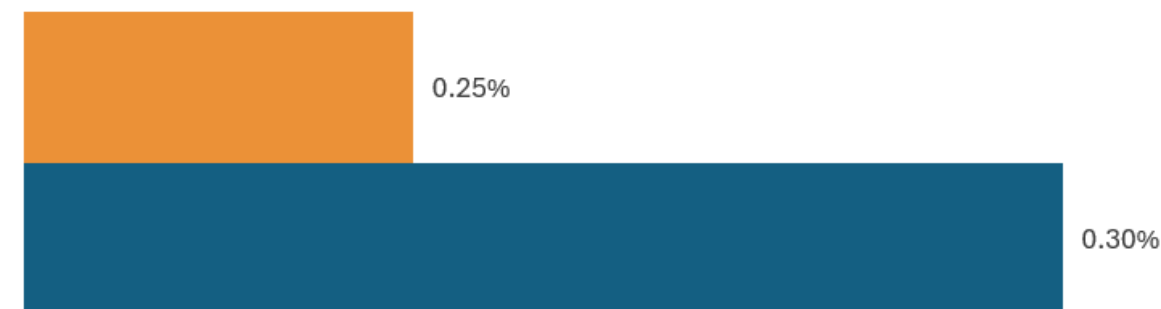
## CREATIVE PERFORMANCE: MOTIVATIONAL CONFLICT

Positive expression performed better in terms of reach and CTR

Reach



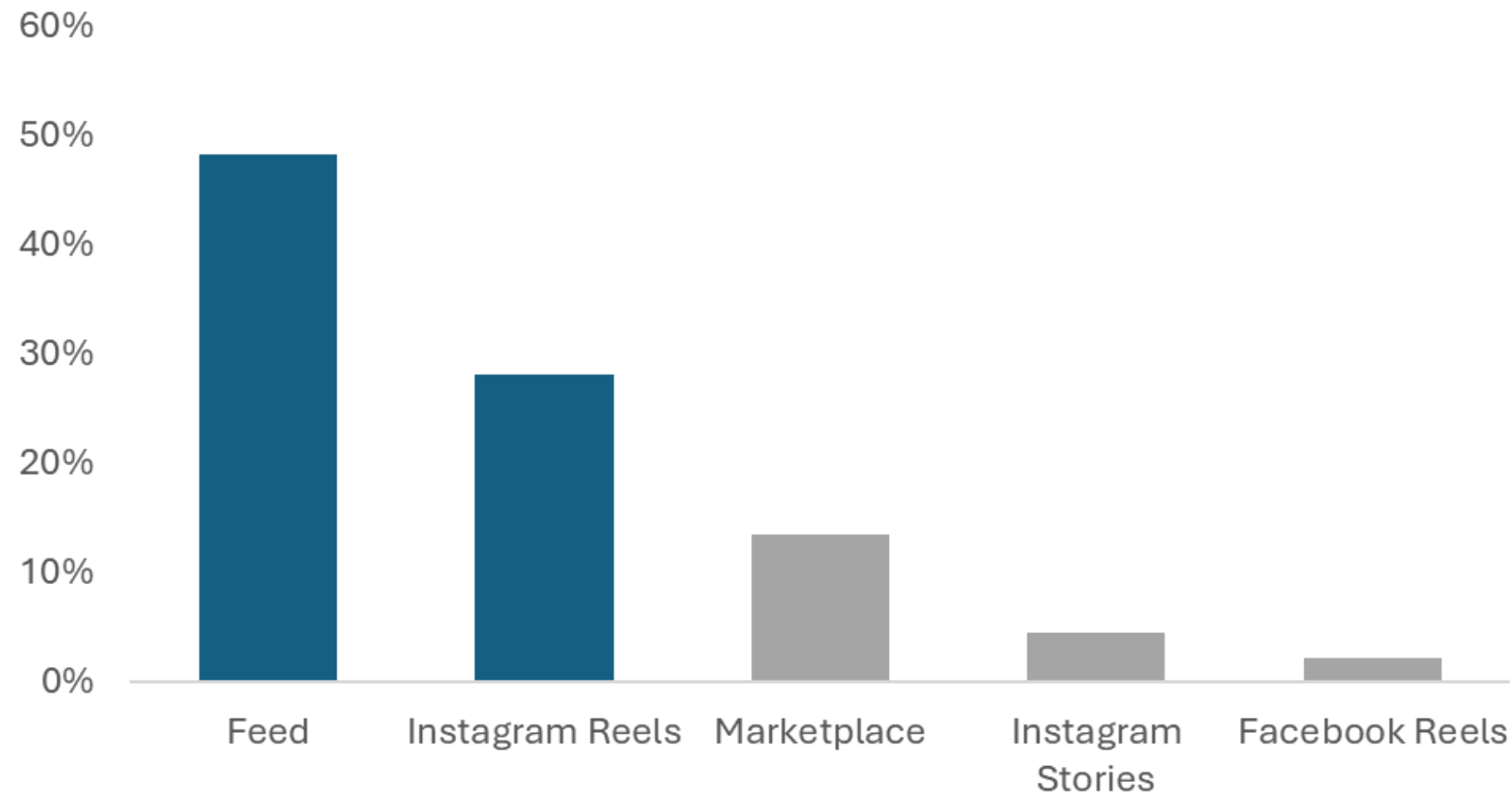
Click Through Rate



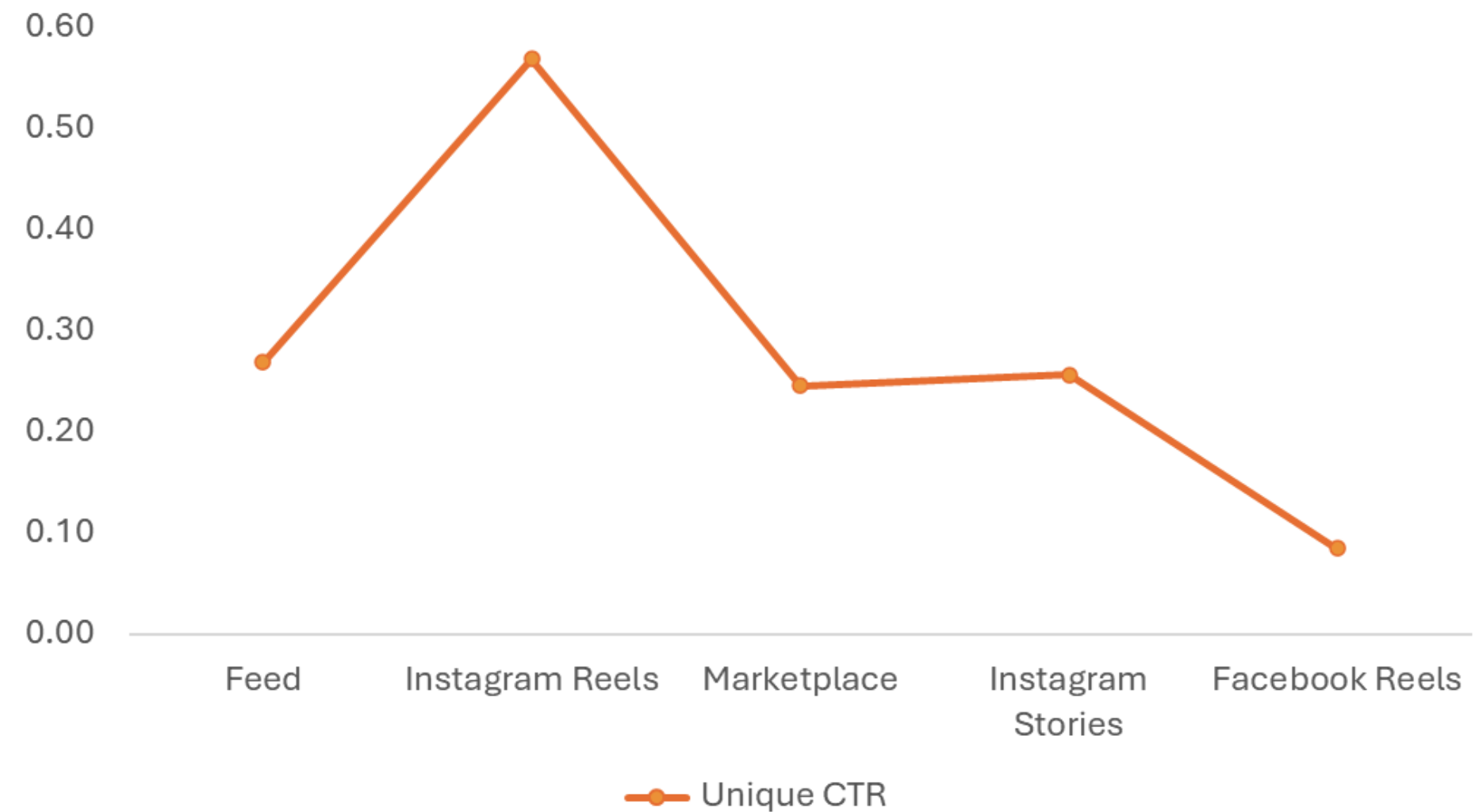
## CREATIVE PERFORMANCE: MASLOW'S HIERARCHY

Negative expression performed better in terms of reach and CTR

# AD SET PLACEMENTS



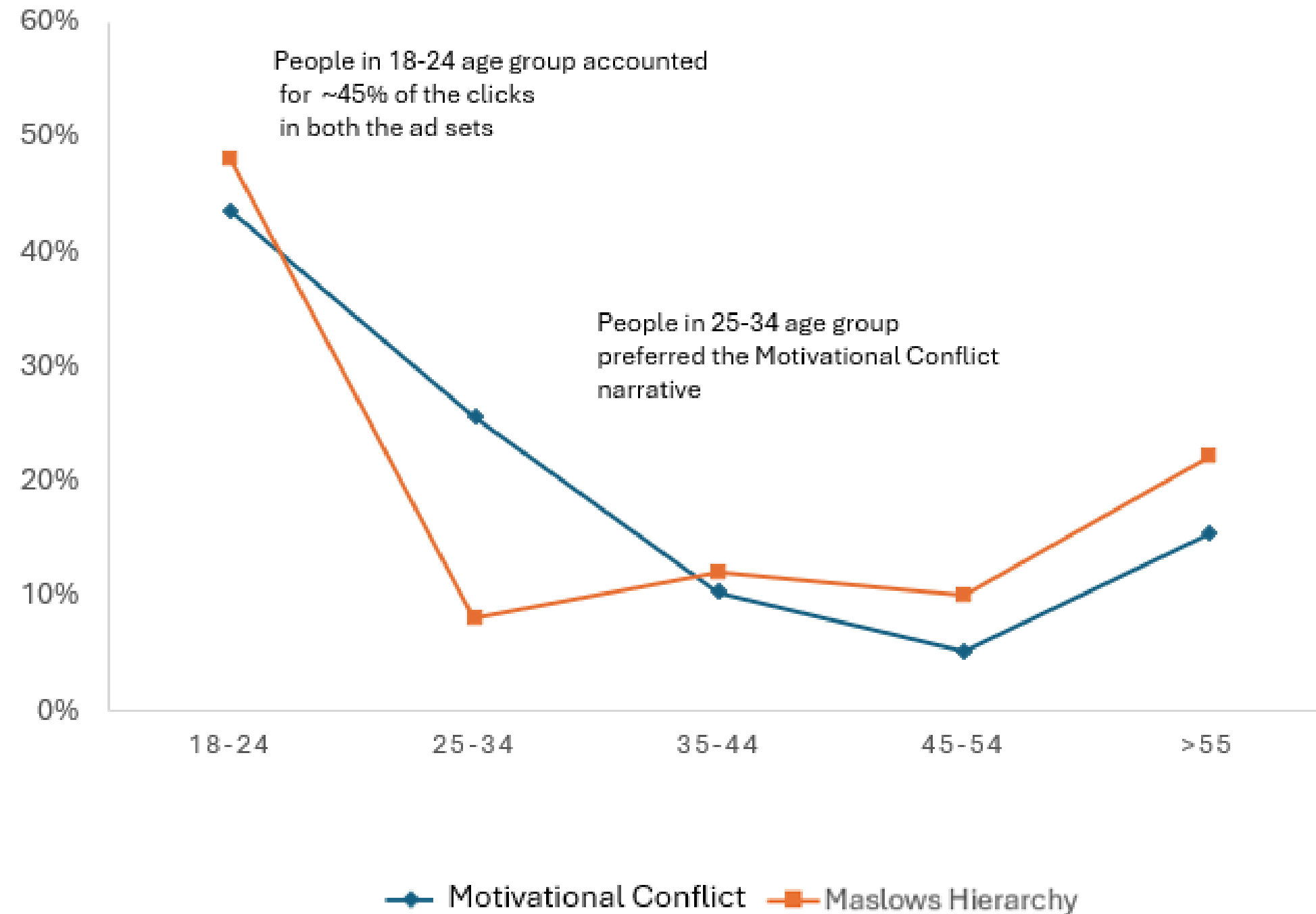
~80% of clicks were made on the Facebook feed and Instagram reels



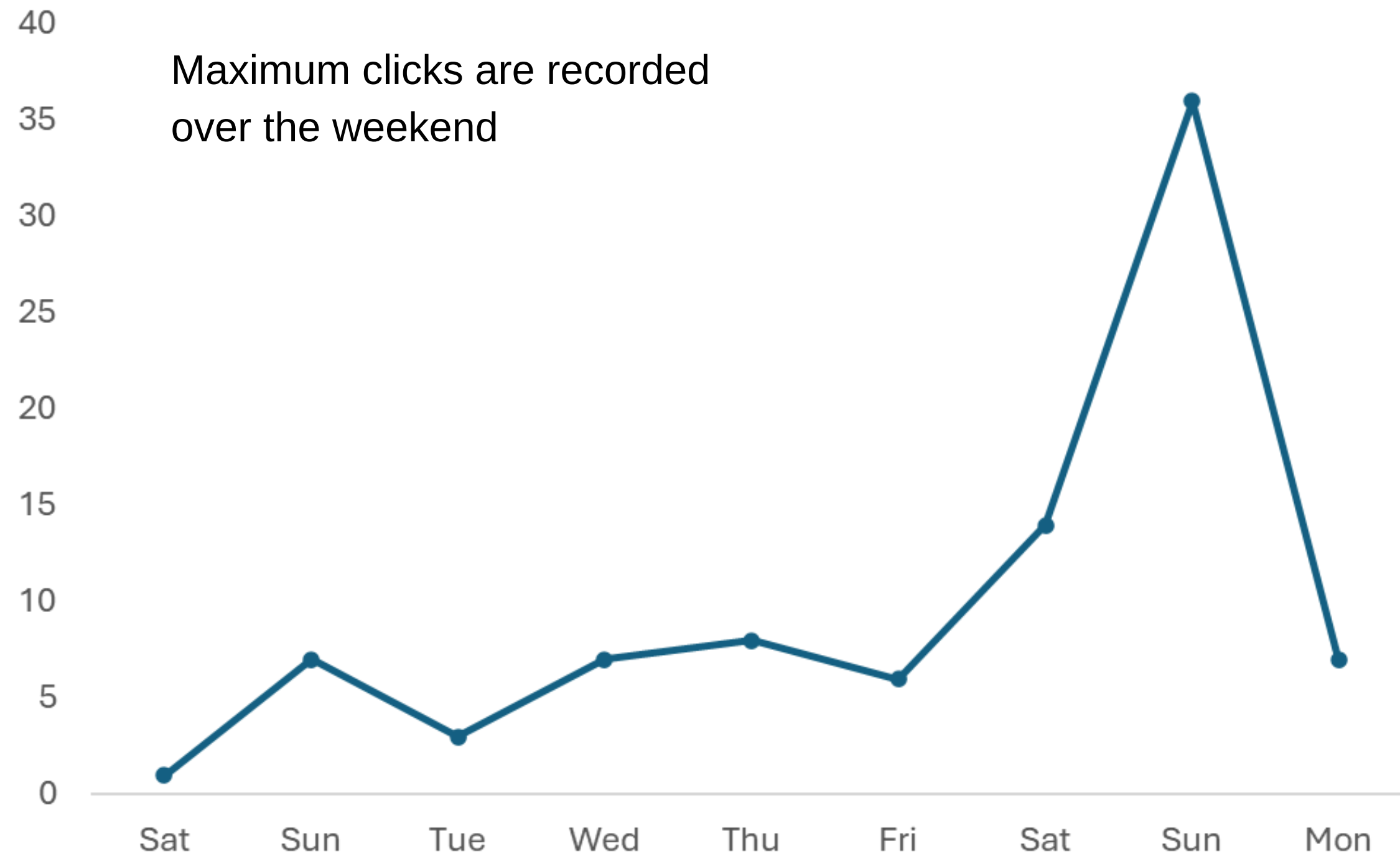
Ads on Instagram Reels show the best CTR performance



# CLICK PERFORMANCE AGE-WISE



# CAMPAIGN PERFORMANCE DAY-WISE





# RECOMMENDATIONS







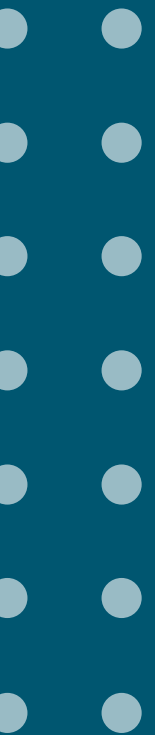
Incorporate price  
benefit in all ads



Targeting 18-24  
year olds could  
deliver better results



Weekends and  
Instagram Reels  
drive better CTR



AGE GROUP	18-24	25-34
POSITIONING	Affordable	Healthy & tasty
EXPRESSION	Positive	Negative
PLATFORM	Instagram Reels	Instagram Reels & Facebook Feed
BEST TIME	Weekends	Weekends
ACTION ENCOURAGEMENT	Limited time deals; promoting social sharing and urgency	Healthy meal combos; focusing on practical benefits and reduced combo price



**THANK YOU**

