



TACO BELL™

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Research Questions

I. What media channels should Taco Bell use to attract the occasional fast food eater?



II. What factors do occasional fast food eaters look for when they choose to eat out?



III. Which new products are most attractive to the occasional fast food eater?



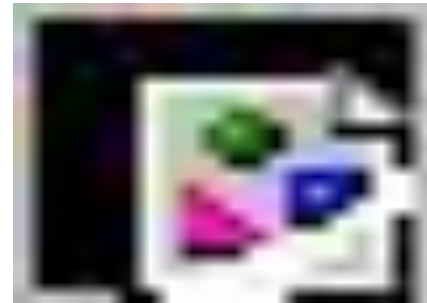
Secondary Research Insights

I. Consumers respond positively to informative and interactive mobile advertising.



II. Fast food consumers desire high quality food, but customer satisfaction ratings prove otherwise.

III. While Taco Bell's innovative new products prove lucrative for their traditional menus, their new Cantina Style restaurants may not be as profitable.



Focus Group Insights

- I. **While focus group participants find Taco Bell's television advertisements memorable, they are not attracted to their confusing nature and are not willing to follow Taco Bell on social media due to excessive clutter.**
- II. **Taco Bell would be more likely to attract the occasional fast food eater with a convenient and exclusive approach to their menu.**
- III. **Because focus group participants believe Taco Bell restaurants are dirty, and the brand is untrustworthy, they are not interested in a sit-down experience and prefer the quick, cheap meals the traditional locations offer.**




In-Depth Interview Insights

- I. **Taco Bell's video advertisements are perceived as *attractive and memorable*.**
- II. **Consumers indicate *price* is more important than *health***
- III. **New Cantina style restaurants are more enticing than new products from traditional locations**



Ethnography Insights




Chipotle attends to the comfort of the individual eater through *seating, music and lighting.*

Students don't go to McDonald's as much as adults due to preconceived notions of health



People choose Taco Bell due to its *convenience and fast service.*

Focus groups and interviews suggest that health is considered by consumers when choosing a fast food restaurant, however actions show otherwise.



Survey

Themes:

- I. Preferences for fast food restaurants



- II. Preconceived notions of the Taco Bell Brand.

- III. Interest in the addition of alcohol but unaware of Taco Bell Cantinas



Insights:

- I. **Price** - most important factor for the occasional fast food consumer
- II. **Focus** - advertising on sponsored social media advertisements, rather than traditional media channels



Overall Findings



Based on our research findings Taco Bell should consider using mobile advertising in order to attract the occasional fast food consumer.

Consumers seem to care most about price and quality of ingredients.



Taco Bell eaters from the population tested seem to care about new products, and Cantinas, but only for the alcohol.



Moving Forward

To test whether our research is indicative of the population at large:

Survey larger
population

More diverse
focus group

More diverse
interviews outside
of campus



*"I love the
crunchwrap but
the horse meat
freaked me out."*

*"I've been twice in
my life and both
times were fine"*

"Yum"

*"Their food is
yummy"*

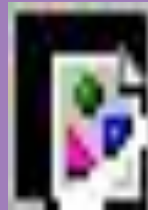


"Horse meat."

*"I do not like
their food"*

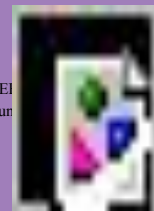
"Good af."

*"I think Taco Bell is
innovative and
trendy"*



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Sources for Pictures

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