



PR STRATEGY

TACO BELL

4TH MEAL COLLEGE SURVIVAL KIT

Presented by

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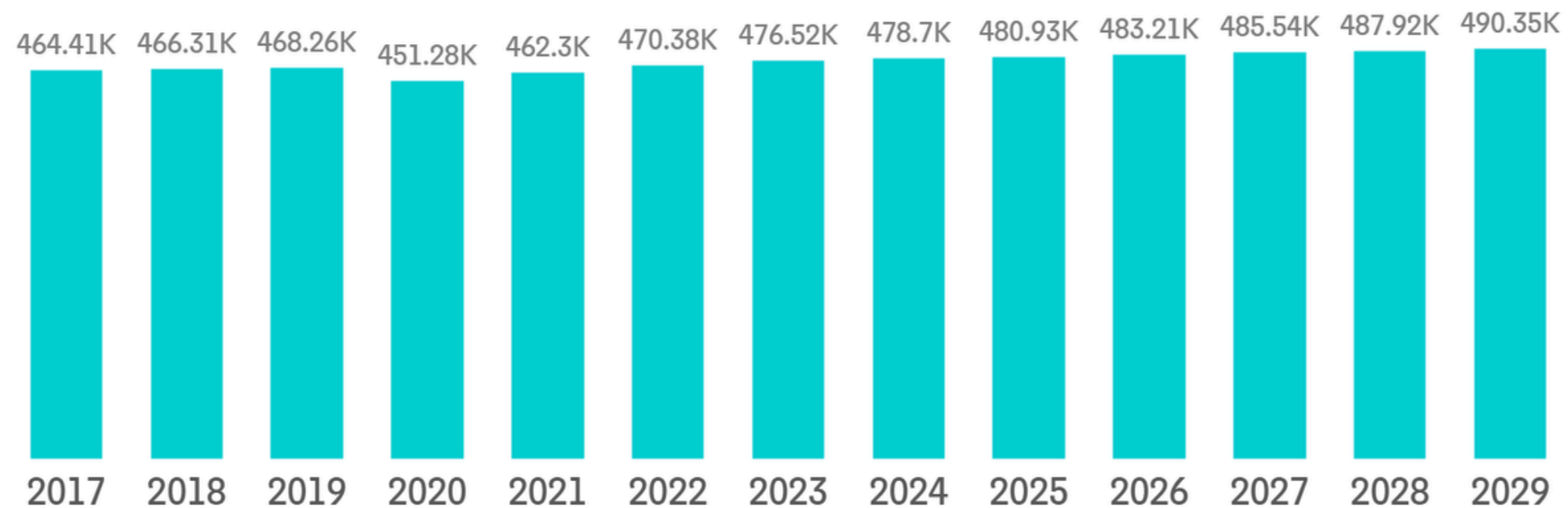


FLAVOR FORWARD'S CAMPAIGN VISION

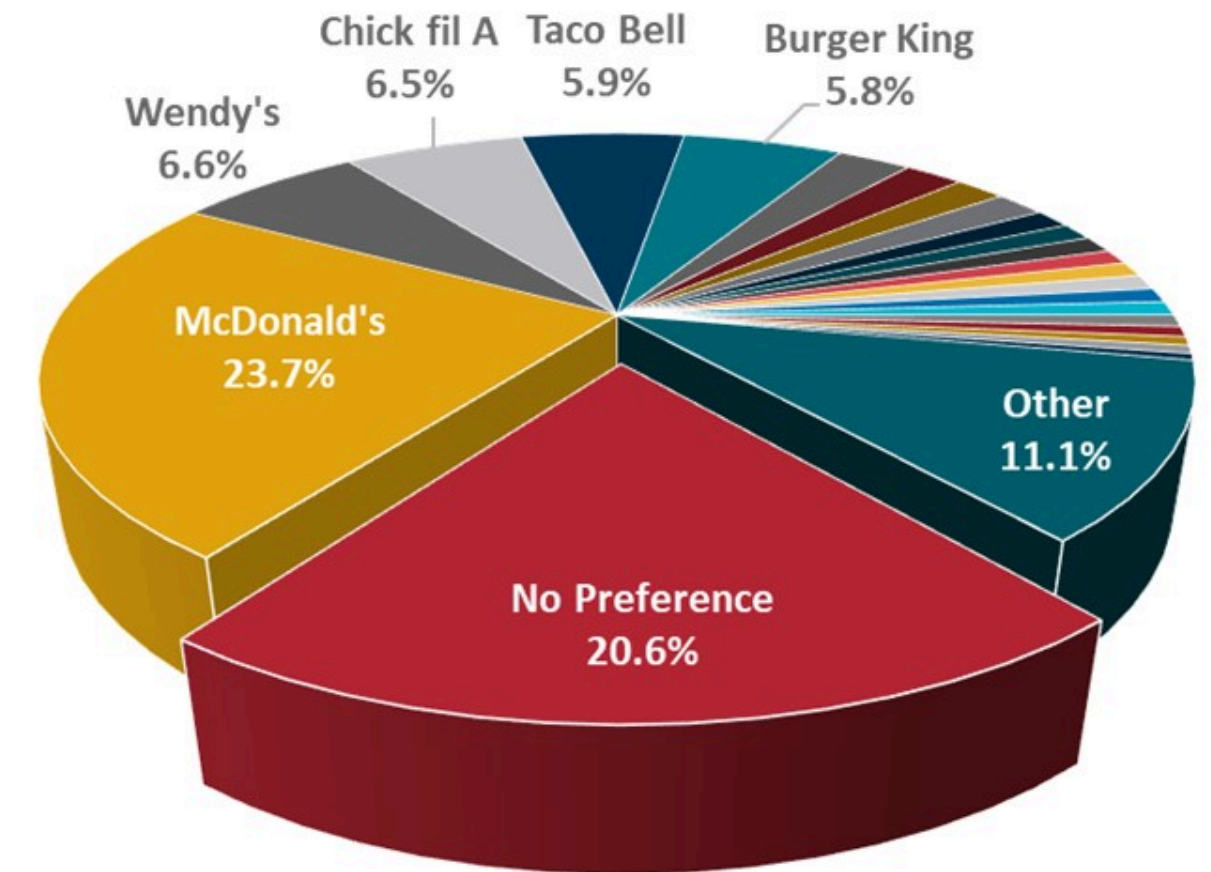


TACO BELL BRAND

Number of Outlet Units by Quick Service Restaurants, United States, 2017 - 2029



Source : Mordor Intelligence



COMPETITOR ANALYSIS

COMPETITOR TACTICS

1. Large influencer collaborations and cross-promotional collaborations
2. Offering student discounts at participating locations near university campus'
3. NIL deals for college students



SWOT ANALYSIS

STRENGTHS

- Strong brand awareness
- Affordable menu prices
- Innovative and constantly-changing menu
- Many store locations

WEAKNESS

- Poor association with quality
- Quality control across all stores

OPPORTUNITIES

- Market expansion into other food sectors
- Increased disposable income

THREATS

- Economic downturn
- Tariffs
- Food-borne illnesses

TARGET AUDIENCE

PRIMARY AUDIENCE: "BROKE BLAKE"

DEMOGRAPHIC

- 18-22 year old college student
- Low income and tight budget
- Lives in a college dorm (or spends most of their time studying on campus)

PSYCHOGRAPHIC

- Easily prone to anxiety or stress
- Values convenience & efficiency
- Night owl/caffiene addict
- Lots of school spirit
(Participates in big events like football games)



SECONDARY AUDIENCE

- Late-night workers
- Nurses, police officers, firefighters, etc.
- College professors

KEY MESSAGING

Appeals to Blake's desire for convenience by highlighting the ease of grabbing a survival kit when everything else feels overwhelming



**"FINALS ARE HARD.
FREE TACO BELL ISN'T."**

A playful message that provides a solution to Blake's exam-related stress and anxiety.

**"STRESS LESS.
SAUCE MORE."**

MOCK ADS

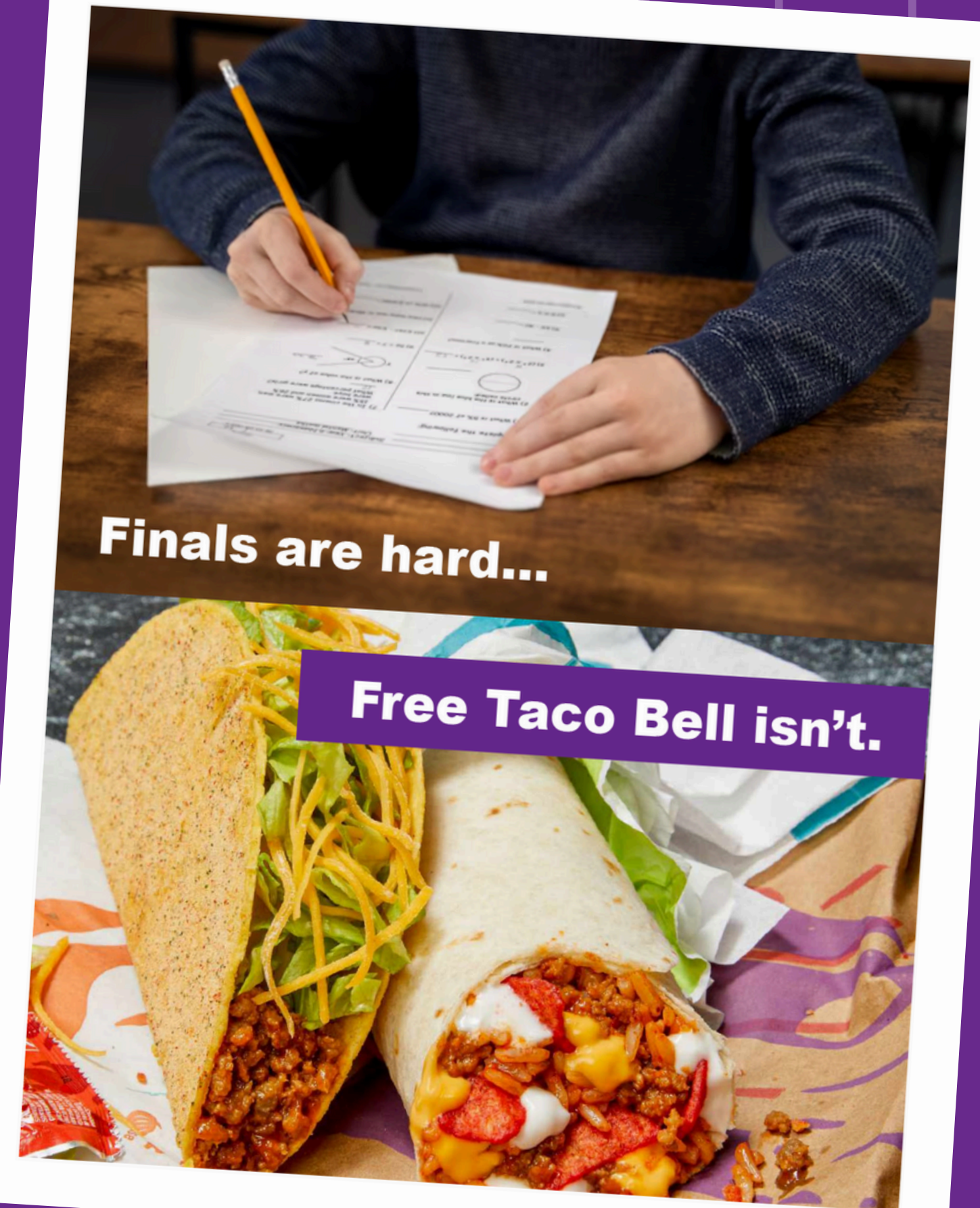


**Stress Less,
Sauce More.**

**TACO
BELL**

Prepare for your exams with
Taco Bell's 4th-Meal Survival Kits.
Coming soon to UCF!

The mock advertisement features the UCF mascot, a gold and black robot-like figure with 'UCF' on its chest, pointing towards the text. The background is a bright, sunny outdoor scene with palm trees and a clear blue sky. The text is in a clean, sans-serif font, with the main headline in purple and black, and the subtext in white on a purple background.



Finals are hard...

Free Taco Bell isn't.

The mock advertisement is split into two horizontal panels. The top panel shows a person in a blue sweater sitting at a wooden desk, writing on a piece of paper with a yellow pencil. The bottom panel shows a close-up of a Taco Bell burrito and a taco, both filled with meat, cheese, and vegetables, resting on a brown paper bag. The text 'Finals are hard...' is overlaid on the top panel, and 'Free Taco Bell isn't.' is overlaid on the bottom panel, both in white text on a purple background.

CREATIVE CONCEPT



This campaign is designed to provide university students with free food, caffeine, and stress relief tools during finals week.

1. Tone: playful, relatable, Gen Z friendly
2. Emphasizes that Taco Bell is an essential part of the college experience (Finals are hard. Free Taco Bell isn't.)
3. Taco Bell branding- with a finals-week twist

#STRESSLESSSAUCEMORE

IMPLEMENTATION

PAID

P

- Sponsored posts on Instagram/Tiktok
- Influencer partnerships

SHARED

S

- Collaboration with university-affiliated accounts
- Campaign hashtag

EARNED

E

- Local media and college newspaper coverage
- Student testimonials in press release

OWNED

O

- Official Taco Bell social media content
- Press release at launch

INFLUENCERS

Micro

<10,000 followers

- DIML during finals week @UCF
- IG Story Set

Mid-tier

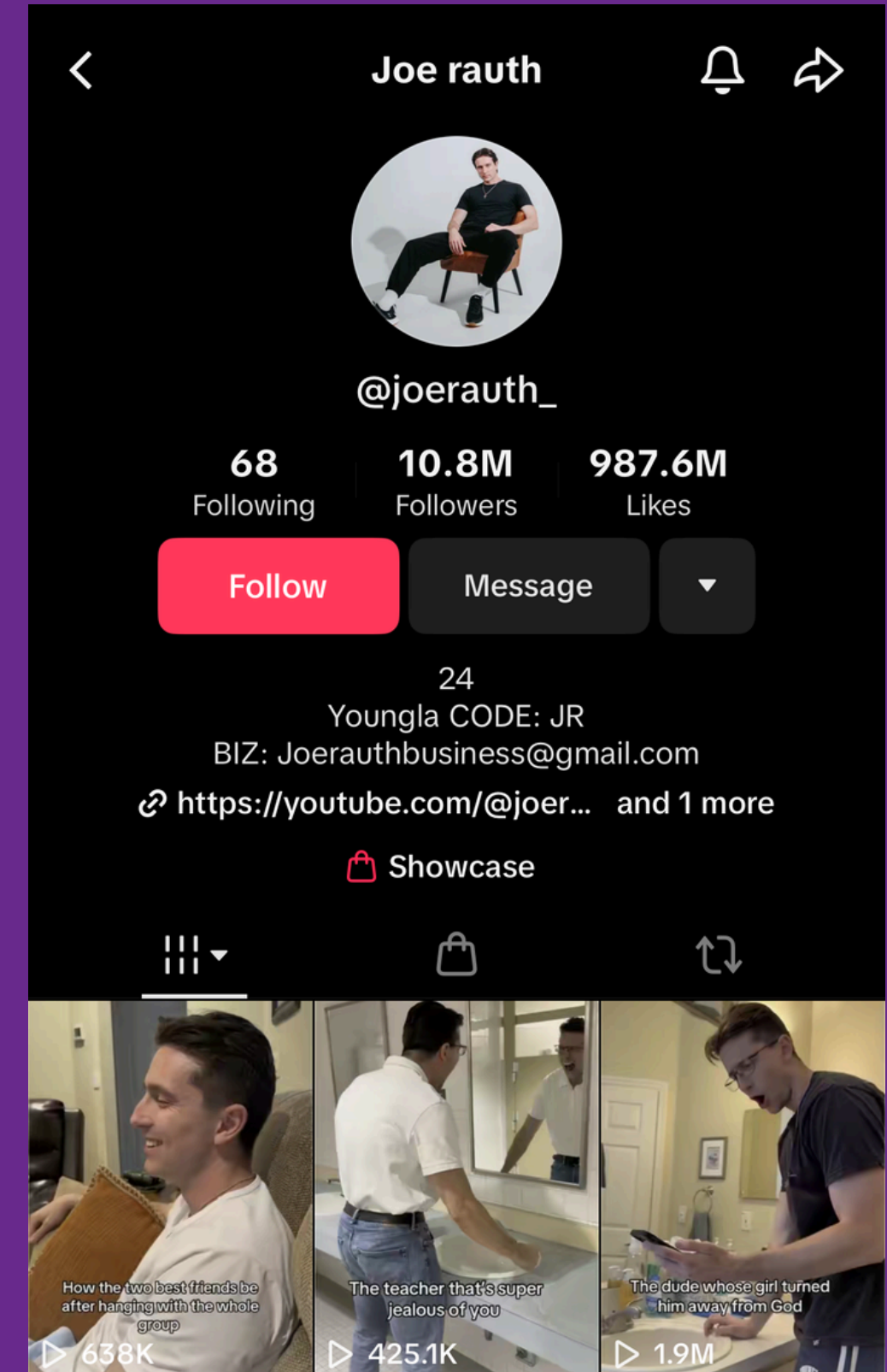
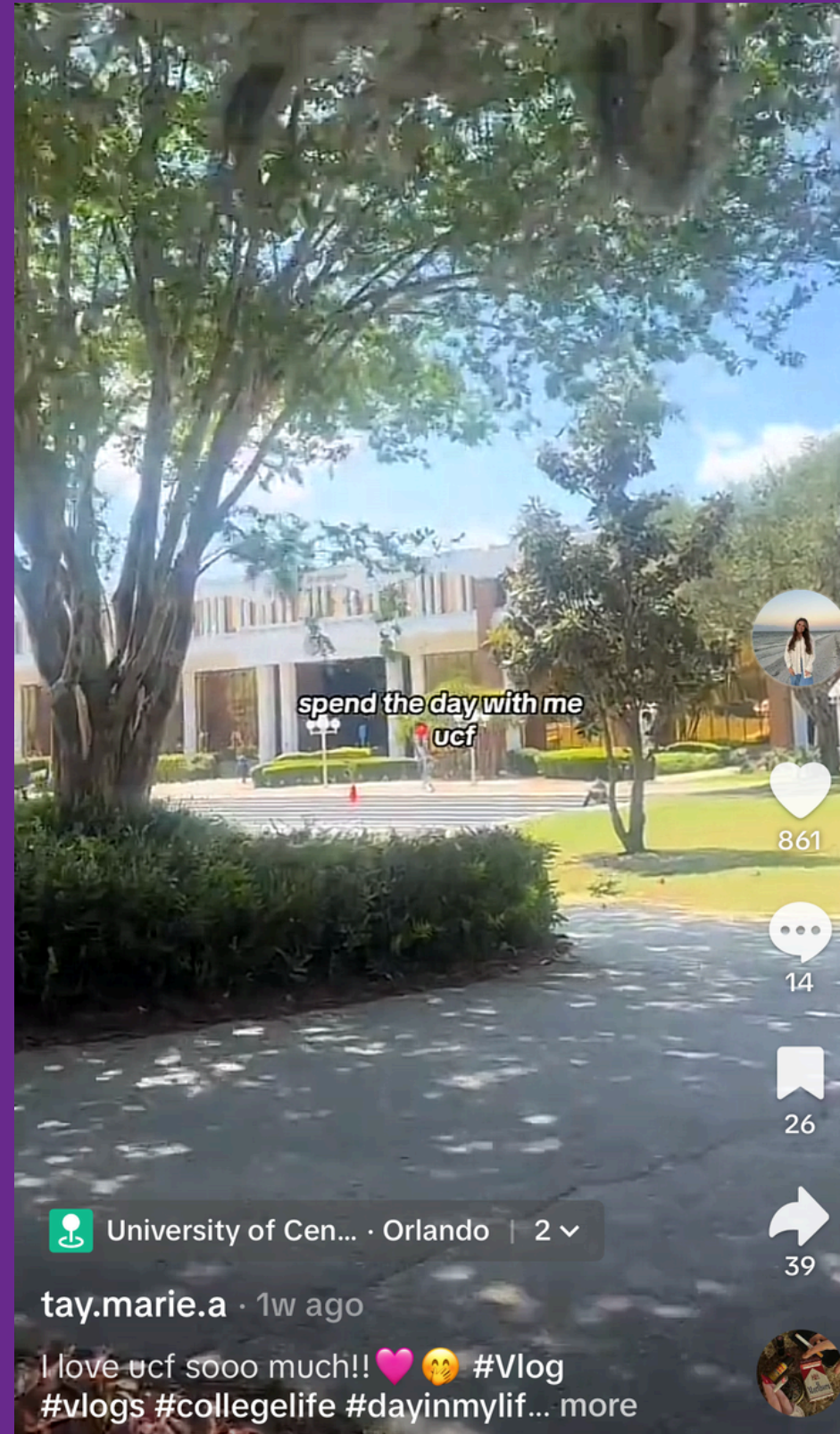
10,000-100,000 followers

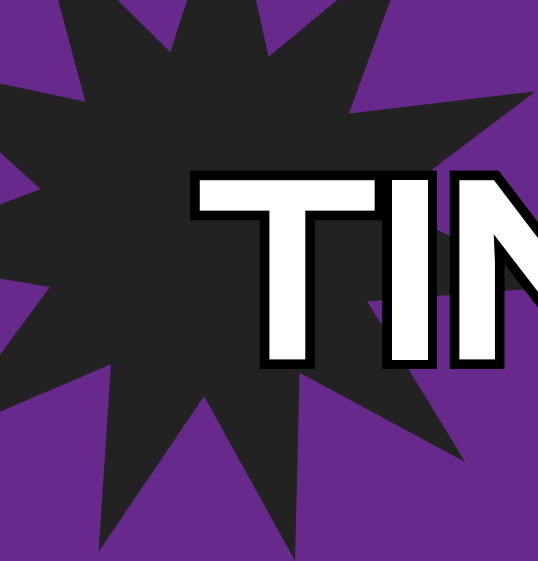
- Taco Bell Box Mukbang
- IG Story Set

Macro

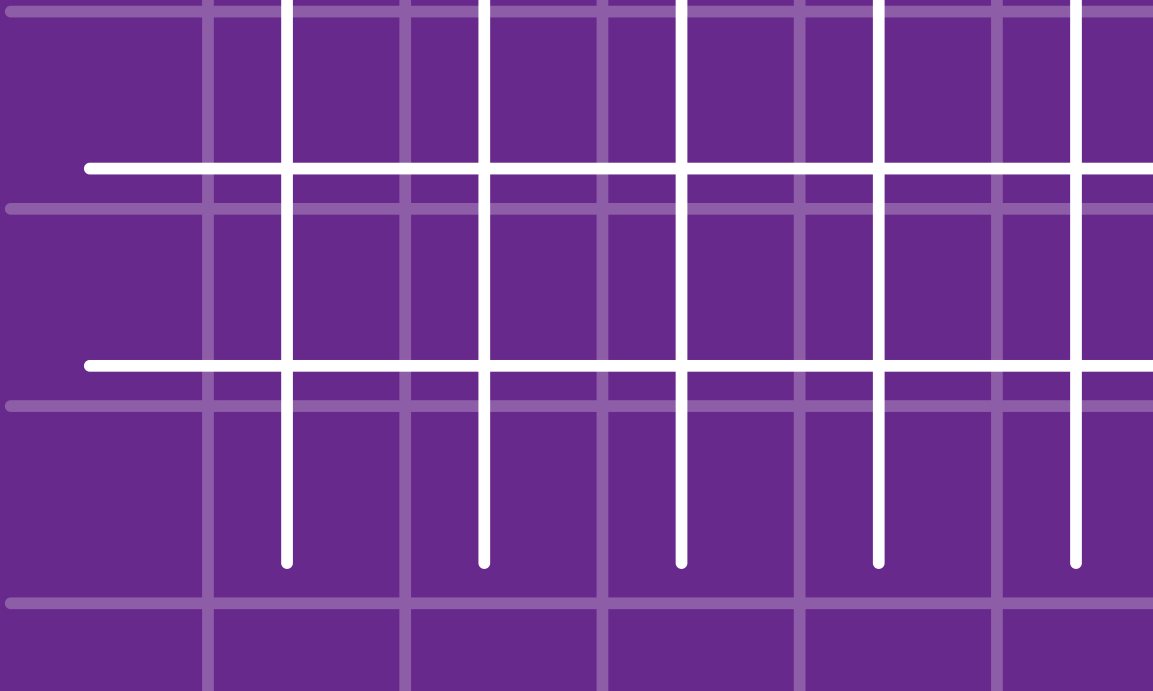
>100,000 followers

- IG Post collab w/ Knightro
- Staged skit starring meal box





TIMELINE



Week 1

Tease the Drop

- Tease campaign at major UCF event (football game)
- Initiate social media hints and post countdown

Week 2

Official Launch

- Multi-platform announcement
- Influencer and university collaboration
- #stresslessauce

Week 3

Build Momentum

- On-campus events
- TB merchandise raffle
- Baja Blast dispensers
- Local Restaurant Row feature

Week 4

Distribution

- Survival kits distributed across campus and available for purchase
- Media coverage
- Raffle winner announced

BUDGET BREAKDOWN

CATEGORY	ESTIMATED COST (\$)	RATIONALE
Meal Box Food Cost	35,000	10,000 boxes at \$3.50 each (2 tacos + cinnamon twists).
Meal Box Packaging	7,500	Branded packaging at \$0.75 per box.
Celsius Product	20,547.50	15,438 cans at \$1.25 per can through distribution partnership.
Distribution Labor	9,000	20 staff × 5 hours/day × 5 days at \$18/hr.
Campus Org Promotion	3,000	Paid collaborations with CAB and Late Knights (\$1,500 each).
Flyer Printing	500	5,000 full-color flyers across campus.
Influencer – Micro Tier	1,500	5 influencers at \$300 each.
Influencer – Mid Tier	4,500	3 influencers at \$1,500 each.
Influencer – Macro Tier	5,000	1 influencer at \$5,000.
Marketing Team Fees	30,000	Management, coordination, and media execution.
Signage Production	1,200	Branded banners, pop-ups, and display materials.
Signage Installation	800	Labor for setup, removal, and maintenance.
TOTAL	\$118,547.50	—

CRISIS COMMUNICATION



Potential crisis to watch out for...

Food contamination/illness outbreak, which may lead to negative complaints on social media



Taco Bell Response:

Emphasize commitment to safety & transparency

- Close down the affected location
- Explain the reason behind the contamination
- Provide Taco Bell hotline
- Test the food at other locations
- Provide compensation for affected customers

CORPORATE SOCIAL RESPONSIBILITY

- Fighting food insecurity on college campuses
- Partnering with food pantries (such as Knights Pantry at UCF) to give free Taco Bell meals to struggling students during exam week.



CAMPAIGN MEASUREMENT

KPI's

- Gross profit margin
- Website and app traffic
- Customer satisfaction

Tools

- Surveys
- Meltwater/Klear
- Cision
- Google Analytics

Campaign with a Similar Goal

- McDonalds x Travis Scott
 - Boosted sales
 - Stock prices increased
 - Ingredient shortages



THE FUTURE

1. Expansion within the United States
2. Expansion internationally
3. Extended availability
4. Increased food options
5. Better and more unique merchandise

