# TACO BELL





## TACO BELL

THIS FAST FOOD CHAIN WAS CREATED IN 1954 BY GLEN BELL. THE 1<sup>ST</sup> RESTAURANT OPENED IN 1962.

Taco Bell is an American chain of fast-food restaurants based in California.

A subsidiary of YUM (KFC et Pizza Hut)

TACO BELL'S SLOGAN IS "LIVE MAS". AS IS ITS FOOD, THIS SLOGAN IS A MIX BETWEEN AMERICAN AND MEXICAN WORDS.









## Logo's evolution

1962-1973



1973-1985



1985-1994



**Since 1994** 







In 2001, new slogan "Think Outside the Bun".

In 2012 : new slogan « Live MAS »

## MARKETING STRATEGY

THEY MADE A NEW ADVERTISING CAMPAIGN
TO MAKE A NEW SLOGAN BE KNOWN, TO REGAIN
PRESTIGE AND TO BE MORE UPSCALE.



IN INDIA, THEY ADOPTED A PENETRATION STRATEGY TO FIGHT AGAINST MCDONALD'S AND TO BE THE LEADER ON THE MARKET

#### MENUS AND NUTRITION

THEY OFFER MANY DIFFERENT PRODUCTS, LIKE BURRITOS, TACOS, GORDITAS...
THERE ARE SPECIALTIES LIKE STEAK
QUESADILLAS.

THERE ARE VARIOUS AVAILABLE
MENUS: "CANTINA BELL" BY
LORENA GARCIA, A FAMOUS CHEF
IN THE USA, "VULCANO MENU",
3WHY PAY MORE" WITH A LARGE
VARIETY OF PRODUCTS AT A
SMALL PRICE.



SALADS



**GORDITAS** 



**TACOS** 



**NACHOS** 

#### BEVERAGES

THERE ARE ALSO BEVERAGES: FRUTISTAS, FREEZE, LIMEADE SPARKLER....



AND DESSSERTS AND SIDES: CHURROS, CARAMEL APPLE EMPANADAS, COOKIE SANDWICHES...

#### DESSERTS AND SIDES



# BLOG, WEBSITE AND SOCIAL MEDIA



website



Social media







TACO BELL'S BLOG IS FOR PEOPLE WHO HAVE SOME PRECONCEIVED NOTION OF THE BRAND OR DON'T KNOW WHAT TACO BELL IS.

IT'S TO INFORM TO THE SEEMINGLY ENDLESS WONDERS OF TACO BELL.
IT'S TO KEEP THE WORLD UPDATED WITH REVIEWS, INFORMATION AND BREAKING
NEWS REGARDING TACO BELL AND ITS AFFILIATES.

TACO BELL FOR LIFE



#### Super Bowl 2013 TV Commercial







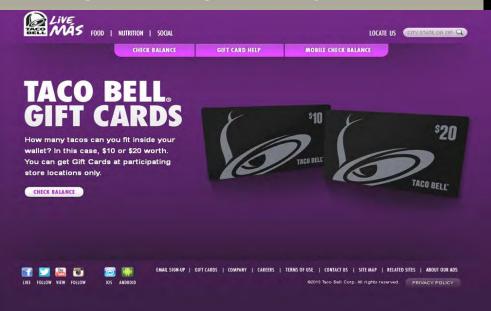
During the Super BOWL 2013 Final, the cost of a 4-second TV commercial amounted to **4 million US Dollars**.

## CUSTOMER LOYALTY

#### LOYALTY PROGRAMS

IT'S SPECIFIC TO CANADIAN PEOPLE.

THE FAST FOOD CHAIN WILL
BE GIVING AWAY FREE TACOS UNTIL
APRIL 13 BETWEEN 3 P.M AND 6 P.M





TACO BELL OFFERS THEIR CUSTOMERS A GIFT CARD.

### CORPORATE RESPONSIBILITY

TACO BELL FOUNDATION FOR TEENS

CREATED IN 1992 WITH A PURPOSE OF SERVING AMERICA'S TEENS, MANY OF WHOM ARE TACO BELL CUSTOMERS, EMPLOYEES AND FAMILY MEMBERS



THEY HAVE FOR MISSION TO INSPIRE
AMERICA'S TEENS TO GRADUATE
FROM HIGH SCHOOL AND BECOME
CARING, EDUCATED, AND
PRODUCTIVE ADULTS.