

TACO BELL



TACO BELL

THIS FAST FOOD CHAIN WAS CREATED IN 1954 BY GLEN BELL. THE 1ST 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.





YUM! CHINA

YUM! RESTAURANTS INTERNATIONAL

YUM! INDIA

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 DESSERTS 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



The image is a screenshot of a website titled "BLOG OUTSIDE THE BUN". The header features a large Taco Bell logo on the left and the title in large, white, serif font on a purple background. Below the header is a navigation bar with links: Home, Reviews, Why?, Glossary, Twitter, Flickr!, and Subscribe! (with a small RSS icon). The main content area is divided into two columns. The left column, titled "Latest posts", features a post titled "Taco Bell and Mario Kart" in pink text. Below the title is a small text snippet "Dude's a Boss," and a photograph of a Taco Bell restaurant at night with a large Mario Kart game screen on the exterior wall. The right column contains a "Subscribe" section with icons for RSS, Facebook, and Twitter, followed by a text input field and a "Subscribe" button. Below that is a "Look! Tacos!" section with a search bar and a "Search" button. At the bottom of the right column is a "Recent Posts" section showing the title "Taco Bell and Mario Kart" and a snippet of text: "Remember the Cantina Tacos? Get Ready for the Cantina Menu."

BLOG OUTSIDE THE BUN

Home Reviews Why? Glossary Twitter Flickr! Subscribe!

Latest posts

Taco Bell and Mario Kart

Dude's a Boss,

Subscribe

Subscribe to Taco Updates via Email:

Subscribe

Look! Tacos!

Search

Recent Posts

Taco Bell and Mario Kart

Remember the Cantina Tacos? Get Ready for the Cantina Menu.

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



A screenshot of the Taco Bell website's gift card section. The header includes the 'Live MAS' logo and navigation links for 'FOOD | NUTRITION | SOCIAL'. A 'LOCATE US' button with a search input field is also present. Below the header, there are three buttons: 'CHECK BALANCE', 'GIFT CARD HELP', and 'MOBILE CHECK BALANCE'. The main heading is 'TACO BELL® GIFT CARDS'. The text below reads: 'How many tacos can you fit inside your wallet? In this case, \$10 or \$20 worth. You can get Gift Cards at participating store locations only.' There is a 'CHECK BALANCE' button. Two gift cards are displayed: a \$10 card and a \$20 card, both featuring the Taco Bell logo. The footer includes social media links (Facebook, Twitter, YouTube, Instagram, iOS, Android), a list of links (EMAIL SIGN-UP | GIFT CARDS | COMPANY | CAREERS | TERMS OF USE | CONTACT US | SITE MAP | RELATED SITES | ABOUT OUR ADS), and a copyright notice: '©2019 Taco Bell Corp. All rights reserved. PRIVACY POLICY'.

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.