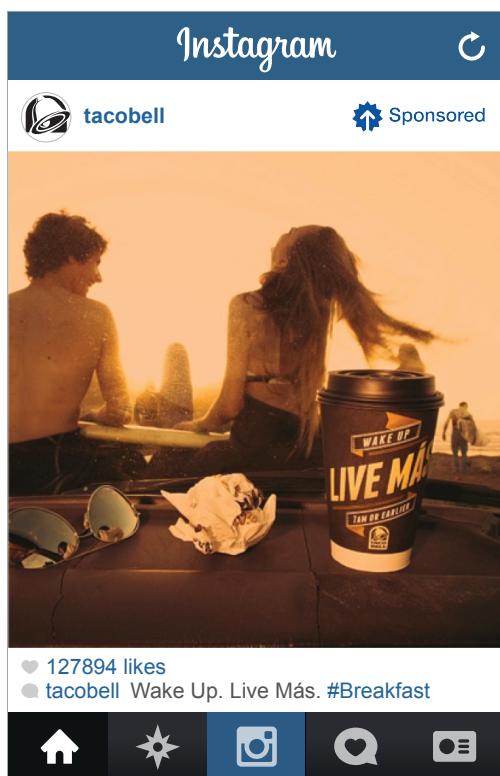




Taco Bell Lives Más on Instagram

America's best-known Mexican-inspired restaurant chain was the first restaurant to advertise on Instagram. The brand announced its new breakfast menu with distinctive ads developed through a collaborative creative production process.



18-44 Year-old
Americans Reached



Lift in Ad Recall
Nearly 4X Higher than
Control

STORY

The Bell Heard 'Round the World

In the early 1960s, when burger stands dominated Southern California, Glen Bell refused to follow the trend and created Taco Bell. A half century later, Taco Bell serves more than 36 million customers every week in over 6,000 restaurants nationwide.

GOAL

The Next Generation of Breakfast is Here

In preparation for their breakfast line launch, Taco Bell turned to Instagram to build awareness of their new menu items among 18-44 year-olds.

SOLUTION

From Concept to Narrative

The creative process included all the makings of a TV or magazine shoot—brainstorm sessions, concept sketches, food stylists and photographers—but this time, for Instagram. Working closely with their creative agency, Taco Bell crafted a campaign that spoke to their “Live Más” ethos and showcased the brand in a unique style that drew inspiration from the Instagram community and resonated with the target audience. The resulting sponsored photos featured images of a fun, active lifestyle with Taco Bell breakfast items naturally displayed throughout.

The response was tremendous, including a sizable 29-point lift in ad recall and significant ad reach among younger males, helping Taco Bell elevate awareness of their breakfast items with this key target audience. By managing the frequency of the sponsored photos, Instagram ensured that users saw Taco Bell ads only twice on average throughout the month-long campaign.

“We let the concept drive creative production and paired that with what we knew about how people engage on Instagram. What resulted was a powerful visual narrative for our new breakfast menu that was a perfect fit within the Instagram environment.”

Chris Brandt
Chief Marketing Officer
Taco Bell