

THE STORY BEHIND...

THE QDOBA SEATTLE ULTIMATE TAILGATING EXPERIENCE



THE CHALLENGE

In 2010, we partnered with Qdoba Mexican Grill to create the Ultimate VIP 12th Fan Tailgating Experience, giving one lucky fan each game, and twenty of his or her closest friends, a private tailgating experience catered by Qdoba and complete with flat screen TVs, Direct TV pregame coverage and an XBOX 360 lounge, all right outside the Seahawks' stadium. This year, we upped the ante to provide fans with an unexpected and unforgettable pre-game experience that would not only generate an explosion of Qdoba Seattle Facebook fans and increase Qdoba Rewards Card members, but demonstrate Qdoba's brand pillars: grilled, fresh, and fun.

THE INSPIRATION

As the only tailgate party offered on the grounds of CenturyLink Field, we decided this year to open up the experience to everyone. That meant creating a family-friendly, one-of-a-kind event that would satisfy every need of fans en route to the stadium: a hot, tasty snack to fuel up for the big game; high-definition viewing of live games happening across the country and pre-game NFL coverage; mobile charging stations to power up, and any fan searching for an incredible hang-out spot.

THE CAMPAIGN

The focal point of the campaign was a super-sized 20'x20' branded tailgating tent, that housed Qdoba's Ultimate Tailgating experience party at every Seahawks home game; the tent sheltered attendees from the weather Seattleites have come to expect during football season. The Q-Cruiser, the first free food truck in Seattle, parked adjacent to the tent, allowing fans to line up to sample Qdoba's signature four-cheese Queso and chips.

Fans then flocked to the party tent to collect free Qdoba-branded lanyards that included a free Qdoba Rewards card and was fitted for their game ticket. Once inside the tent, fans could power up their phones at mobile charging stations (complete with hook-ups for Androids, iPhones, and more), search the web and enter to win a pair of tickets to the next home game at Qdoba's Facebook page via a custom tab at designated social stations (which offered netbooks and an iPad preloaded with Qdoba's Facebook and Rewards pages to facilitate enter-to-wins and sign-ups for Rewards cards), and catch all the pregame NFL coverage on four 42" flat screen plasma TVs.

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To connect with fans who love grilled food, we launched Qdoba's search for Seattle's Ultimate Tailgating Dish—a season-long competition that put Seattle's best tailgating teams grill-to-grill in a fierce battle to uncover the city's best parking lot chefs-de-cuisine. The bracket-style competition was promoted through a tactical PR plan and was updated regularly on Qdoba's Facebook fan page. Over 25 teams competed, and the contest culminated in a grand finale at the tailgating tent where each team presented their final dish to a sea of fans and hand-selected Qdoba judges. The winning tailgating team earned a Qdoba prize pack featuring a Qdoba catering package for 20 to be used during the Big Game.

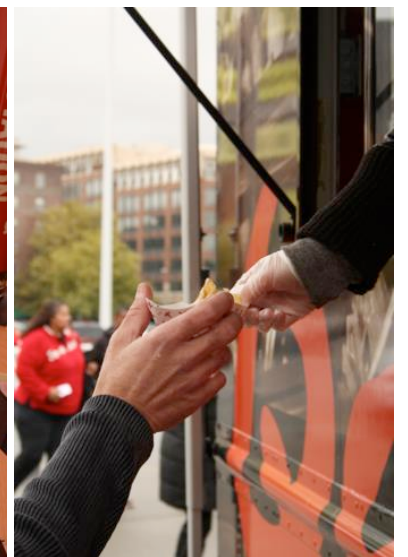
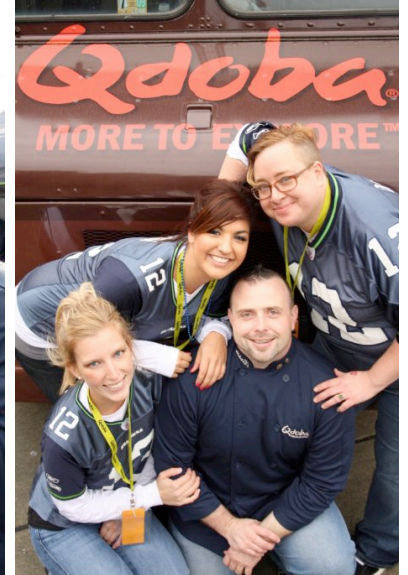
THE RESULT

Our team of trained brand ambassadors, in custom Qdoba #12 Seahawks jerseys, signed up 1,375 new Qdoba Rewards card members and distributed 3,000 Qdoba lanyards, which by the end of the season were seemingly on every Seahawks fan in sight. Over 7,600 fans sampled Qdoba's chips and Queso and the Qdoba Seattle Facebook page saw hundreds of new fans sign-up for updates during the course of the campaign. Perhaps the most exciting outcome of the campaign was one that could not be represented as a number—it was the innumerable comments from Hawks fans begging for the tailgate party's return next season and the countless promises from tailgating teams to return triumphant at next year's cook-off.



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PHOTO BOARD



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GRAPHICS/CAMPAIGN ELEMENTS



QdobaCruiser.com Microsite

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GRAPHICS/CAMPAIGN ELEMENTS, CONT.

facebook
Search

SWIPE FOR A CHANCE TO WIN THE ULTIMATE GAME DAY EXPERIENCE

Only Qdoba gets you so close to the Seahawks® you can taste it. Swipe your Rewards Card for a chance to win Ultimate VIP ACCESS, TWO LOWER LEVEL BOWL ACCESS, PARKING PASS and more!

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3,220 like this
34 talking about this

Likes
See All

Qdoba Southern California
 Seattle Mariners
 Qdoba Denver-Metro
 Starlight Children's Foundation
 Seattle Seahawks

Qdoba Seattle Ultimate Gameday Experience
Food/Beverages · Seattle, Washington

CRUISER HOME EVENT PHOTOS ENTER TO WIN

ULTIMATE SEAHAWKS GAMEDAY EXPERIENCE
FROM Qdoba

Win Ultimate VIP access, 2 lower level bowl tickets, parking pass and more!

First Name
Last Name

Address

City State Zip

Phone Email

☒ Please contact me regarding special offers & discounts from Qdoba.

* Will be used to contact winners only

SUBMIT

CRAVING QUESO? GET SOME FOR FREE.

Find us at any home game to snag a free sample of our signature 3-cheese queso poured over our handmade tortilla chips. First 100 fans get a free Coca-Cola! While supplies last. You'll never go back to plain old nachos again.

QDOBA'S ULTIMATE SEAHAWKS TAILGATING PARTY IS BACK!

...and you're invited! Visit our tent each Seahawks home game in the northwest corner of CenturyLink Field on Occidental and enjoy:

- Pre-game Coverage
- Mobile Charging Stations
- A Qdoba Rewards Card loaded w/ free food
- A free sample of our chips & queso
- A free Coke!

See you there, and GO HAWKS!



Tailgate Competition Signage & Custom Designed Facebook Tab and Teasers

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GRAPHICS/CAMPAIGN ELEMENTS, CONT.



Tailgate Competition Bracket

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GRAPHICS/CAMPAIGN ELEMENTS, CONT.



CALLING ALL TAILGATERS!

Qdoba is looking for competitors for the Ultimate Tailgating Grill off!

THE COMPETITION

Every Seahawks home game, the Qdoba Tasting Team will put tailgating team's **best dishes fork-to-fork** in a bracket style **"battle of the grill"** to find out which team will be crowned **Qdoba's Ultimate Tailgating Dish!**

THE PRIZE

The team with the winning dish at the end of the season will receive a **FREE catering package** from Qdoba Mexican Grill on February 5th, 2012 for the big game, not to mention earn the title of **Qdoba's Ultimate Tailgating Dish!**

THE JUDGING

Any dish can be entered, but the best recipe will exemplify the standards that Qdoba Mexican Grill's famous food embodies: **GRILLED, FRESH, and FUN!**

HOW TO ENTER

On **Sunday, September 25th**, the Qdoba Tasting Team will sign up tailgating teams to participate. The first bracket grill-off will take place on Sunday, October 2nd, **so get your grill fired up!**

Want to make sure we visit your team? Sign up on-site at the first home game or email qdobatailgate@gmail.com with your name, tailgating team, cell phone number and recipe and we'll be in touch!

 To stay plugged into the competition, "Like" [Facebook.com/QdobaSeattle!](https://www.facebook.com/QdobaSeattle/)

Tailgate Competition Flyer

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RECAP VIDEO



Link: <https://www.box.com/shared/static/27459c31cc078818d0cd.mp4>