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Chapman Ad Students Share \$30,000 Chipotle Prize

ORANGE, Calif., Nov. 26, 2007 -- Chapman University tied for first place in the 30 Seconds of Fame advertising contest sponsored by Chipotle Mexican Grill, the Denver chain has announced. Chapman, along with Northern Illinois University, bested 45 other ads submitted by 18 colleges and universities from around the country. The ready-for-TV spots were judged by Chipotles marketing division, based on originality, creativity and how well the ad followed Chipotles brand values. The two winning university teams will receive an equal share of the \$30,000 prize. Last year, Chapman placed second in the contest.

Chapmans spot, titled Origami, uses stop-motion animation to present a progression of sculptures based on the ancient art of Japanese paper-folding. Set to funky banjo music, the animated foil sculptures which include a bird, a lotus flower and a leaping toad, culminate with a foil-wrapped burrito, and the tag Because No One Wants to Eat the Leaping Toad.

Chipotle offers the ad created by the Chapman students Michael Alfaro, Joe Dietch, Chase Flemino, Mary-Louise Friedlard, Niles Hogan and Taylor Wilson and all their competitors online here: http://www.chipotle.com/#flash/video_contest