



CASE STUDY

**CHILI'S SEES HUGE SALES BOOST
FROM A VIRAL TIKTOK TREND**

BRAND TRACKING WITH QUESTBRAND

Companies must monitor their brand health in real-time to ensure that their actions effectively build brand equity and positive consumer sentiment. Our industry-leading platform, **QuestBrand** by The Harris Poll, provides the real-time insights into consumer perceptions that companies need. This always-on business intelligence tool surveys thousands of people daily to keep a continuous pulse on the brand metrics essential to business leaders.

In this case study, we show how viral social media trends can have real business implications. Chili's Triple Dipper starter took off on TikTok in 2024, resulting in significant sales growth at a time when many chains were struggling to attract customers. See how Chili's successfully leaned into this online fame.

Have you tried Chili's popular Triple Dipper appetizer? **The Triple Dipper is a customizable combo of three appetizers and three dipping sauces that took TikTok by storm** in 2024. Customers can select between favorites such as sliders, chicken tenders, fried mozzarella (with post-worthy cheese pull), egg rolls, and chicken wings.

While the Triple Dipper has been available on Chili's' menu for years, **customers began posting TikTok videos of the dish and testing the fried mozzarella's legendary cheese-pull last year.** (Nothing is better than a good cheese-pull.) Chili's leaned into the Triple Dipper's growing organic popularity with their own **social media push, secret menu items, a partnership with Dude Perfect, a Halloween costume** of Chili's fried mozzarella, and the release of a **Triple Dipper bedding collection** in time for the holidays.

By November, **TikTok had amassed nearly 150 million posts around this single menu item.** The internet fame translated into real business growth for the chain. Chili's CEO Kevin Hochman reported that **Triple Dipper sales were up 70% from the year prior, making up 11% of Chili's overall sales.** In 2024, Chili's sold **29 million** Triple Dippers.

The Triple Dipper became one of Chili's **top five sellers**, joining the chain's popular burgers, margaritas, fajitas, and Chicken Crispers. Together, **these five menu items make up 58% of Chili's overall sales.**

The Triple Dipper's success meant a **14.1% increase in same-store sales growth, and a 6% increase in restaurant traffic.** This boon allowed Chili's to **up their revenue forecast from \$4.55-4.62 billion to \$4.7-\$4.75 billion.**

CHILI'S' POSITIVE BRAND MOMENTUM - 12 WEEK TRENDED AVERAGE

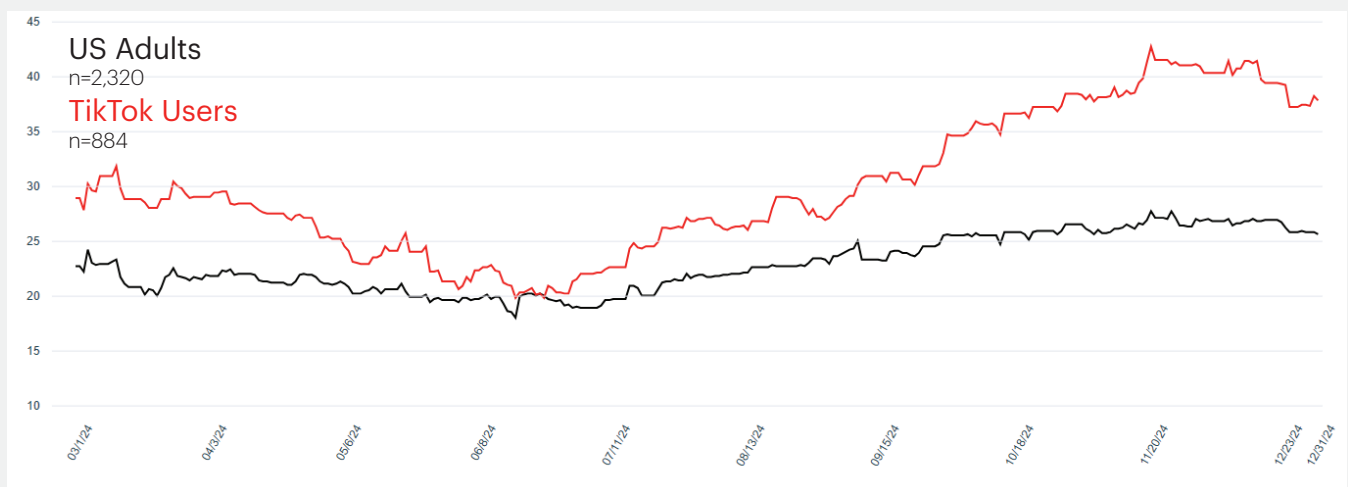


Figure 1. QuestBrand. 3/1/24-12/31/24. Base: US adults, n=2,320. Base: TikTok users, n=884.

Looking at data from QuestBrand, we can see how the Triple Dipper's burst in TikTok popularity impacted consumer perception of the Chili's brand. Starting in summer 2024, Chili's positive brand momentum among active TikTok users took off (Figure 1). Momentum is a component of brand equity that quantifies a brand's ability to maintain market position and to beat out its competitors.

Likewise, we see significant growth in Chili's' irreplaceability score both among the general population of US adults and TikTok users throughout 2024 (Figure 2). Irreplaceability quantifies how consumers would feel if the Chili's brand was no longer available, ranging from "thrilled" to "devastated." Chili's rising irreplaceability score reflects that consumers increasingly reported that they would miss the Chili's brand if the restaurant was no longer available.

CHILI'S' NET IRREPLACEABILITY SCORE - 12 WEEK TRENDED AVERAGE

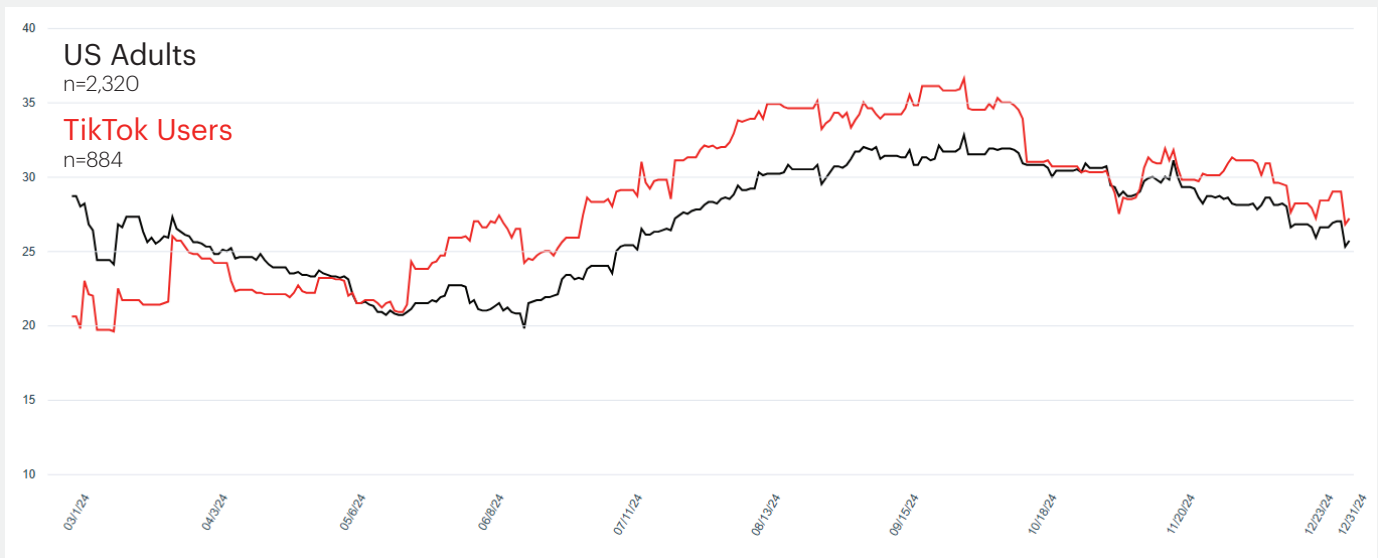


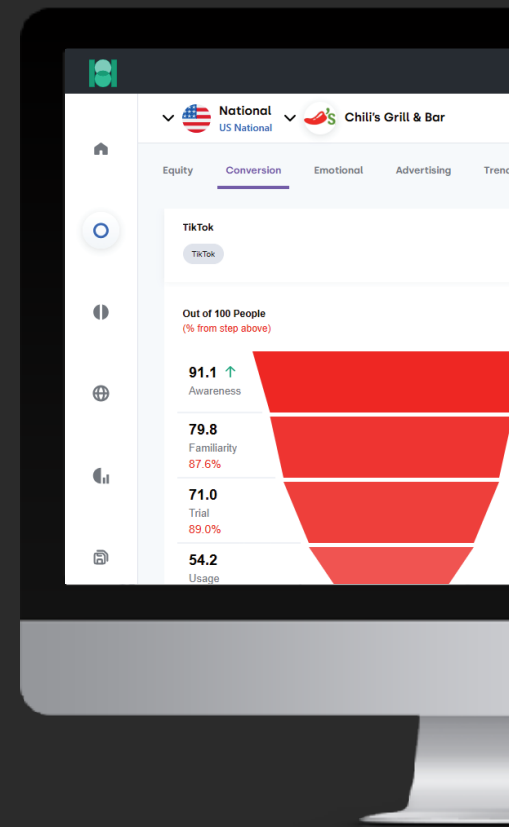
Figure 2. QuestBrand 3/1/24-12/31/24 Base: US adults, n=2,320 Base: TikTok users, n=884

Even more impressive, **Chili's surging popularity and sales growth occurred while many other chains struggled to attract customers due to rising prices.** Chili's Triple Dipper social media success shows the value of **strategically leaning into social media trends.** When Chili's noticed that their appetizer was gaining attention on TikTok, they embraced the experience, pushing marketing dollars behind the popular phenomenon and took it to the next level.

WHAT DOES QUESTBRAND DATA SAY ABOUT YOUR BRAND?

QuestBrand offers real-time consumer insights for your brand. Don't wait to hear what consumers are saying about you and your competitors - schedule a demo to learn more.

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METHODOLOGY

This survey was conducted online within the United States between March 1 and December 31, 2024 among 2,320 US adults by The Harris Poll via QuestBrand.

ABOUT QUESTBRAND BY THE HARRIS POLL

QuestBrand is a brand management software tool created by The Harris Poll that collects real-time feedback for thousands of brands and their consumer segments for more informed brand and campaign monitoring. We help research professionals and in-house marketers better understand how their brand is resonating with customers and communities.

The Harris Poll is a global public opinion, analytics, and market research consultancy that strives to reveal society's authentic values to inspire leaders to create a better tomorrow. With a global research reach of more than 90 countries, Harris offers advisory services across sectors to world leaders, CEOs, and business decision-makers with state-of-the-art analytics, real-time software services, and practitioners in marketing, reputation, customer experience, trends, futures, and thought leadership/research-for-public release, The Harris Poll translates shifting social sentiment into a competitive marketplace advantage.