

HEINZ KETCHUP- 150TH ANNIVERSARY CAMPAIGN IDEA

HEINZ IS AN ALL-AMERICAN EVERYDAY BRAND FOR EVERYONE. THE BRAND IS AS RELEVANT FOR NEW GENERATIONS AS IT HAS BEEN FOR PREVIOUS GENERATIONS. WITH ITS HOME GROWN INGREDIENTS AND RICH HISTORY, HEINZ IS KICKING OFF ITS “ALL AMERICAN” CAMPAIGN TO THANK THOSE WHO HAVE SUPPORTED THE BRAND FOR 150 YEARS.

HEINZ KETCHUP- 150TH ANNIVERSARY CAMPAIGN IDEA

**HEINZ IS THE PERFECT COMBINATION OF AMERICAN
HOME-GROWN AND THE BRAND THAT HAS BEEN WORKING FOR
EVERYONE FOR 150 YEARS.**

HEINZ KETCHUP- 150TH ANNIVERSARY CAMPAIGN EXAMPLES



HEINZ
ESTD 1869 ESTD
150TH ANNIVERSARY

IT HAS TO BE HEINZ.
[HTTPS://WWW.HEINZ.COM/150](https://www.heinz.com/150)



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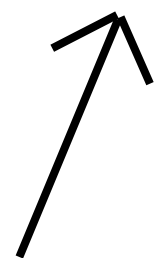
HEINZ KETCHUP- 150TH ANNIVERSARY CAMPAIGN FORMATS



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