

Heinz Ketchup | 150th Anniversary

brief objectives & research

design brief

Condiments are never the star of the show: they're what goes on the side.

Design a campaign to celebrate the 150th anniversary of Heinz, and spark the next 150 years of brand love.

Introduce a new audience to Heinz – and make existing brand lovers feel confirmed in their behaviors because they're seeing things they already know but in a new light.

research process

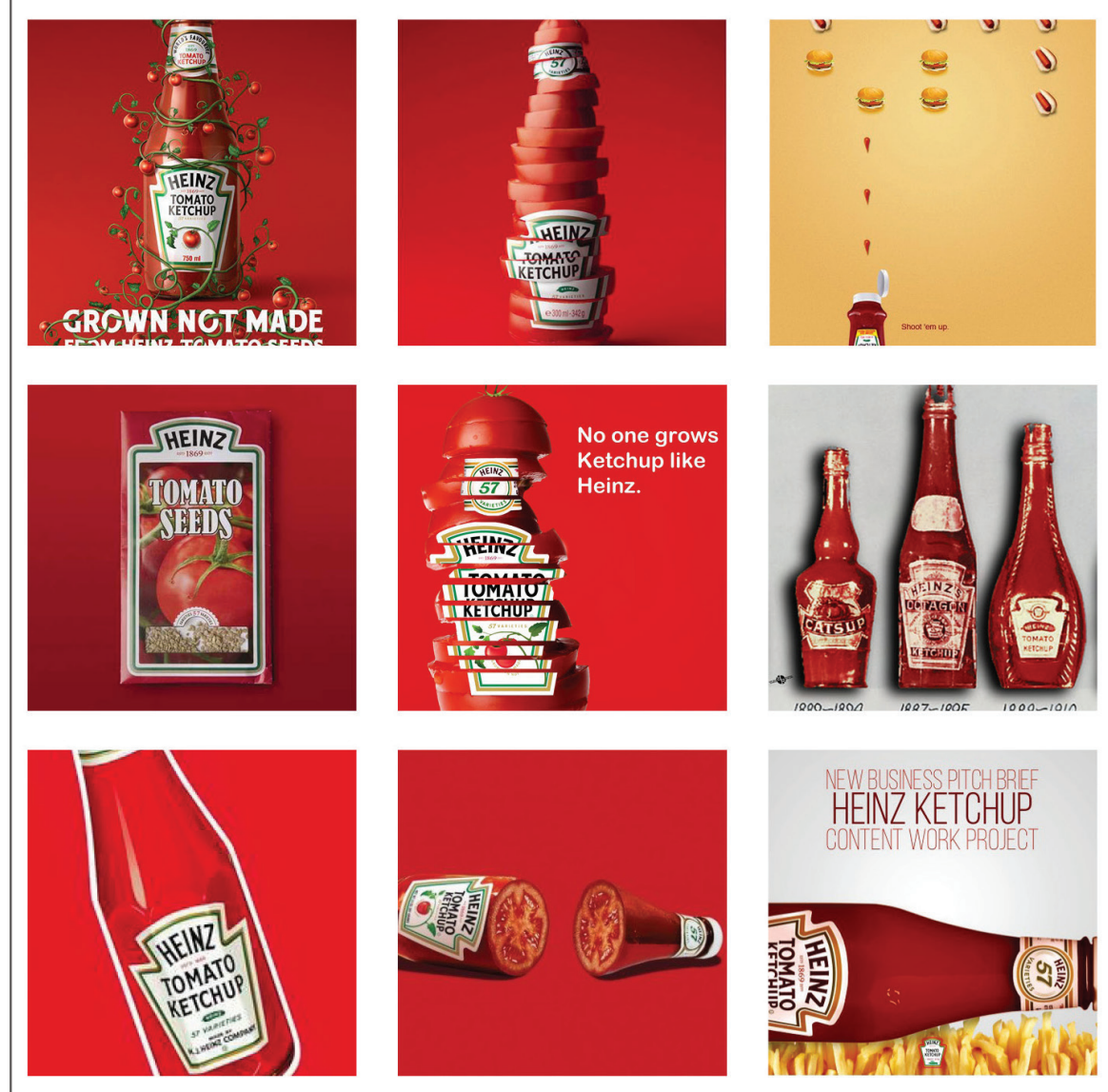
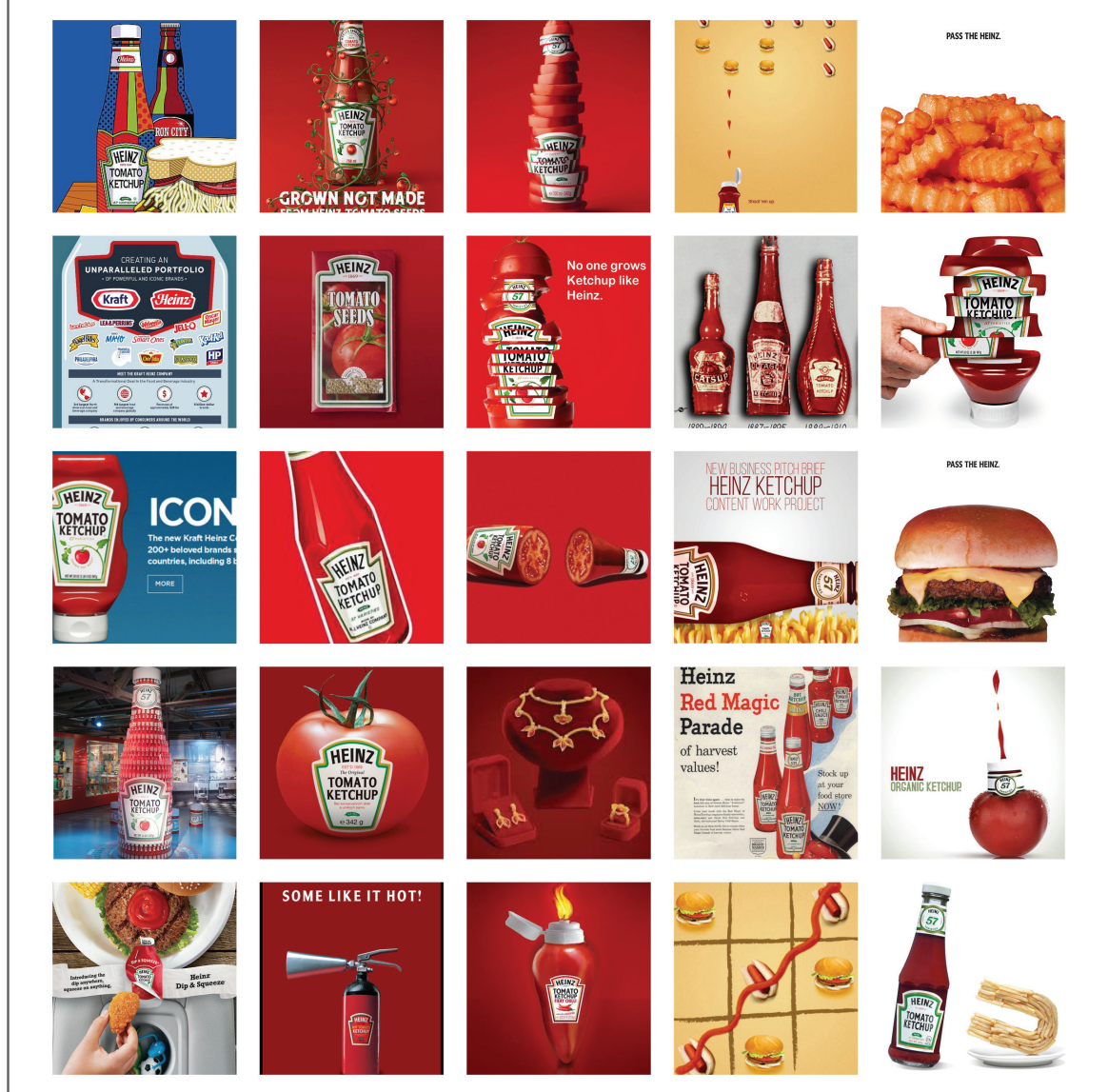
The process:

My research consisted of gathering key information about Heinz and their ketchup, mind-mapping, and creating multiple moodboards referencing Heinz ads, their target audience, and other successful campaigns.

I discovered that Heinz uses three words to describe their brand: simple, proud, and premium. I wanted to continue to use the words that Heinz uses to represent their brand. I decided to keep the words ***simple*** and ***proud***. However, I added the word ***surprising***. I wanted my designs to be consistent with their brand while still showing something out of the ordinary, something that would be surprising.

heinz ads

I created a moodboard of different Heinz ads that stood out to me. I wanted to better understand their brand visually, and how they portray their company in advertisements. I found a pattern of very simplistic ads, commonly using a single graphic or image paired with a strong phrase. Of course they also utilized their strong red color as well.



target audience

I created a moodboard to represent Heinz's target audience. I represented them by showing both pictures of what the people would look like, and what some textures they are familiar with would look like. Their target audience ranges from single adults to families with children. They would enjoy using ketchup at cookouts, going to restaurants that provide Heinz ketchup, and giving their kids Heinz ketchup to use to make food better!

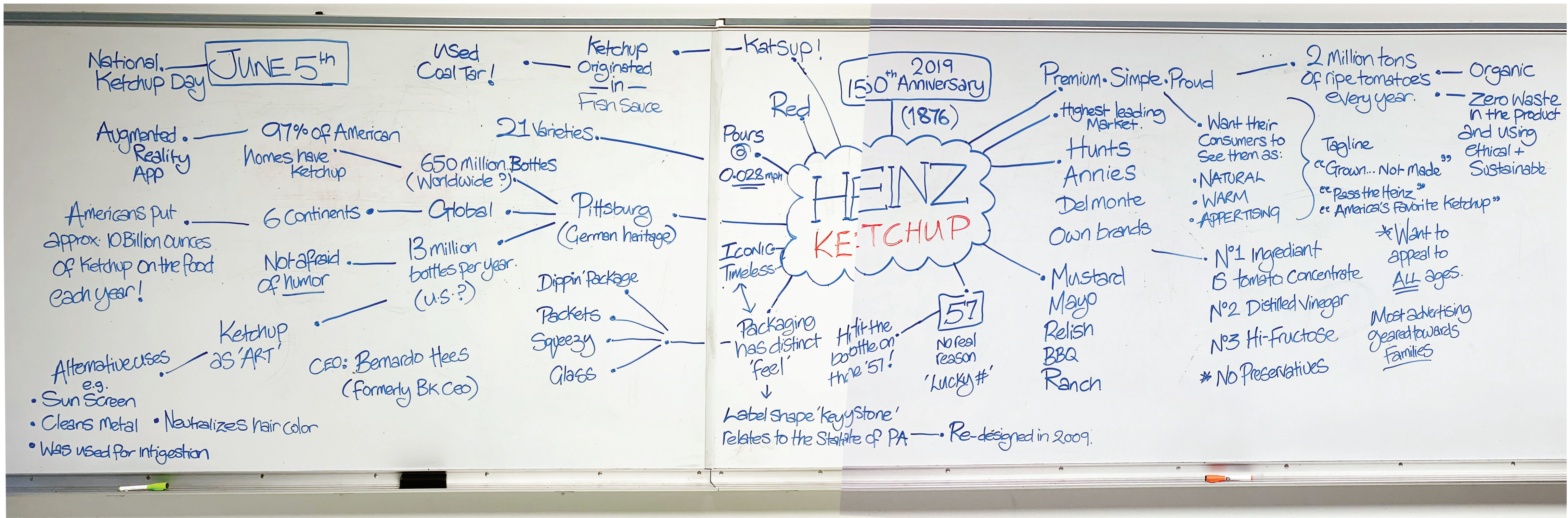


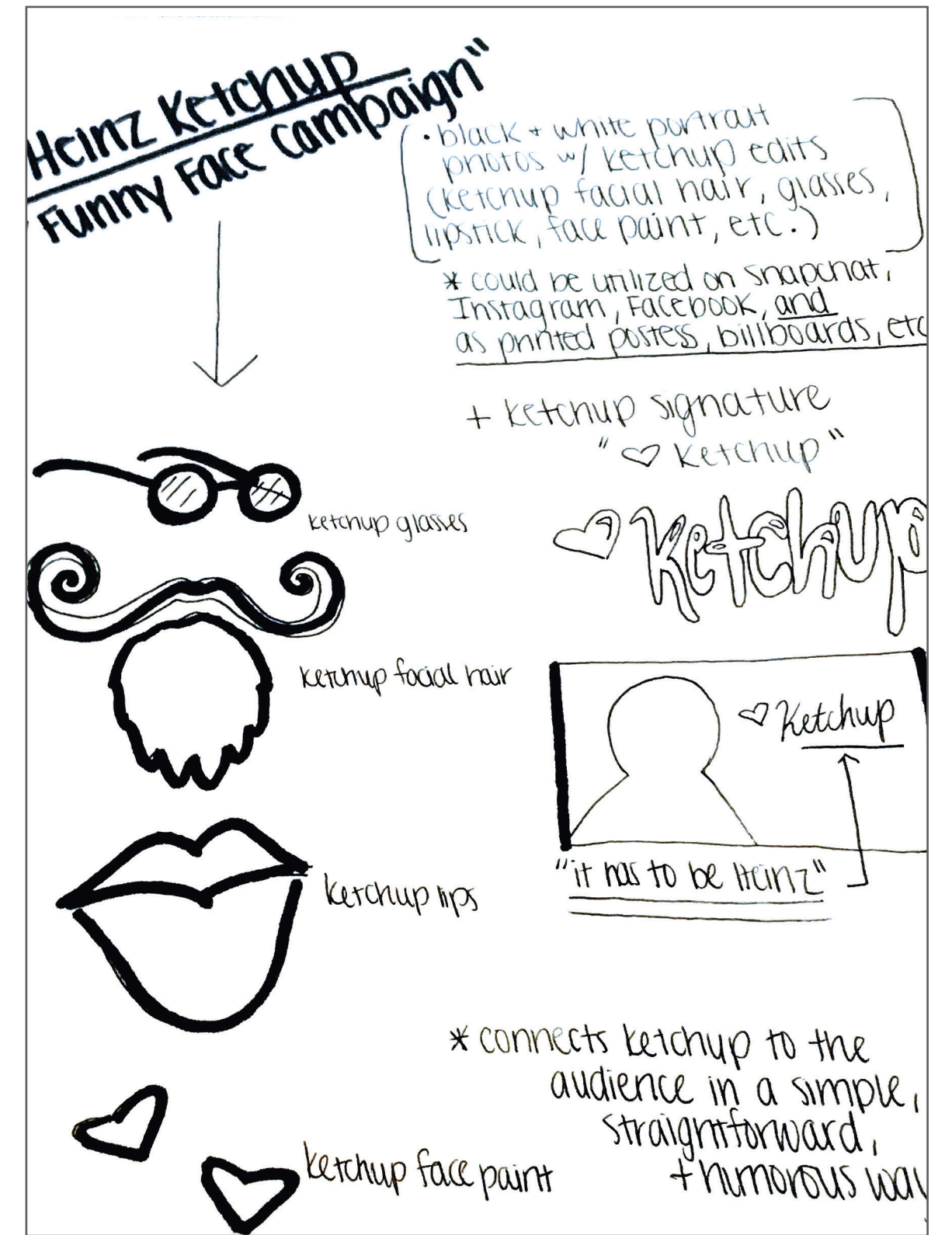
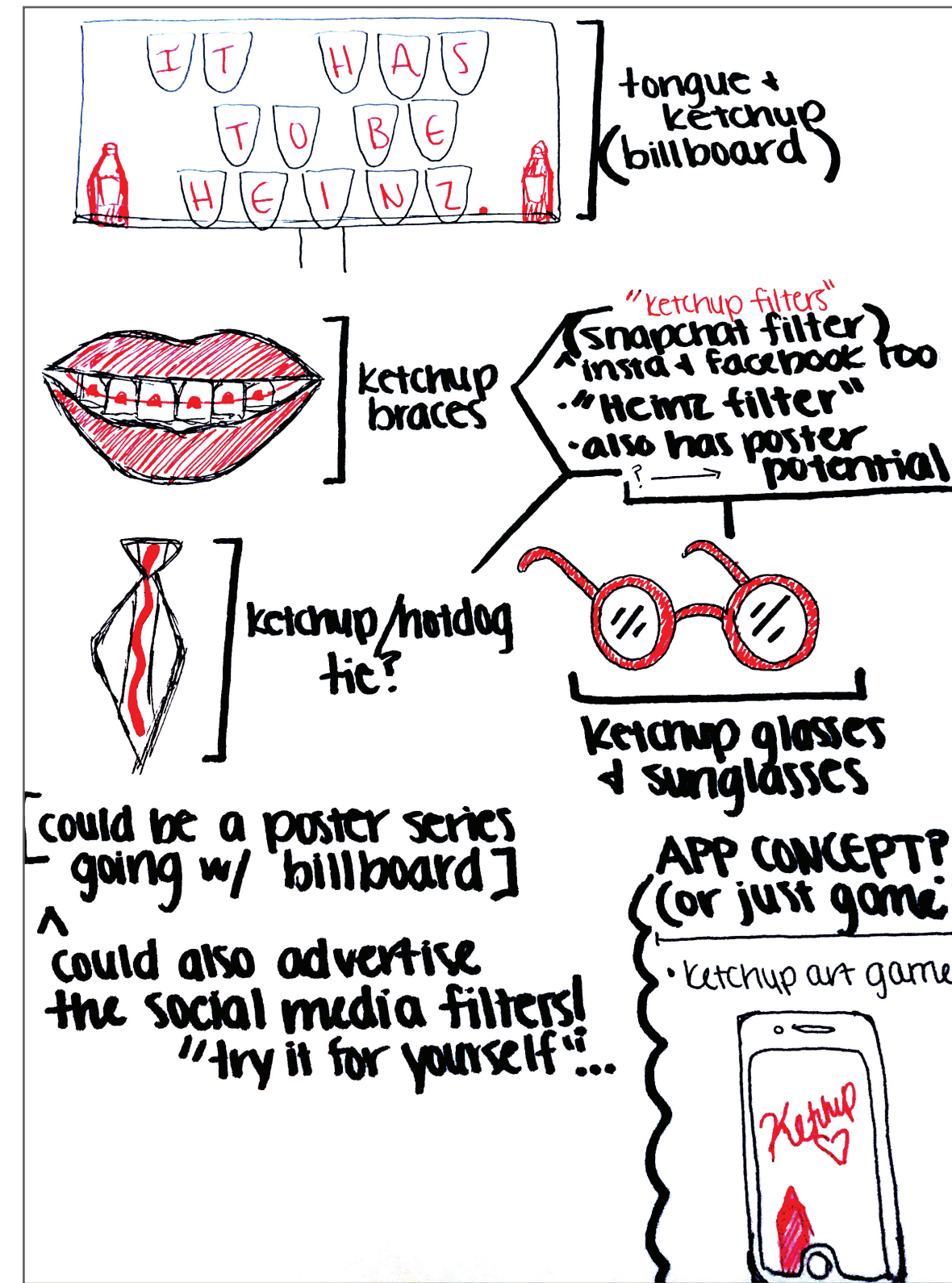
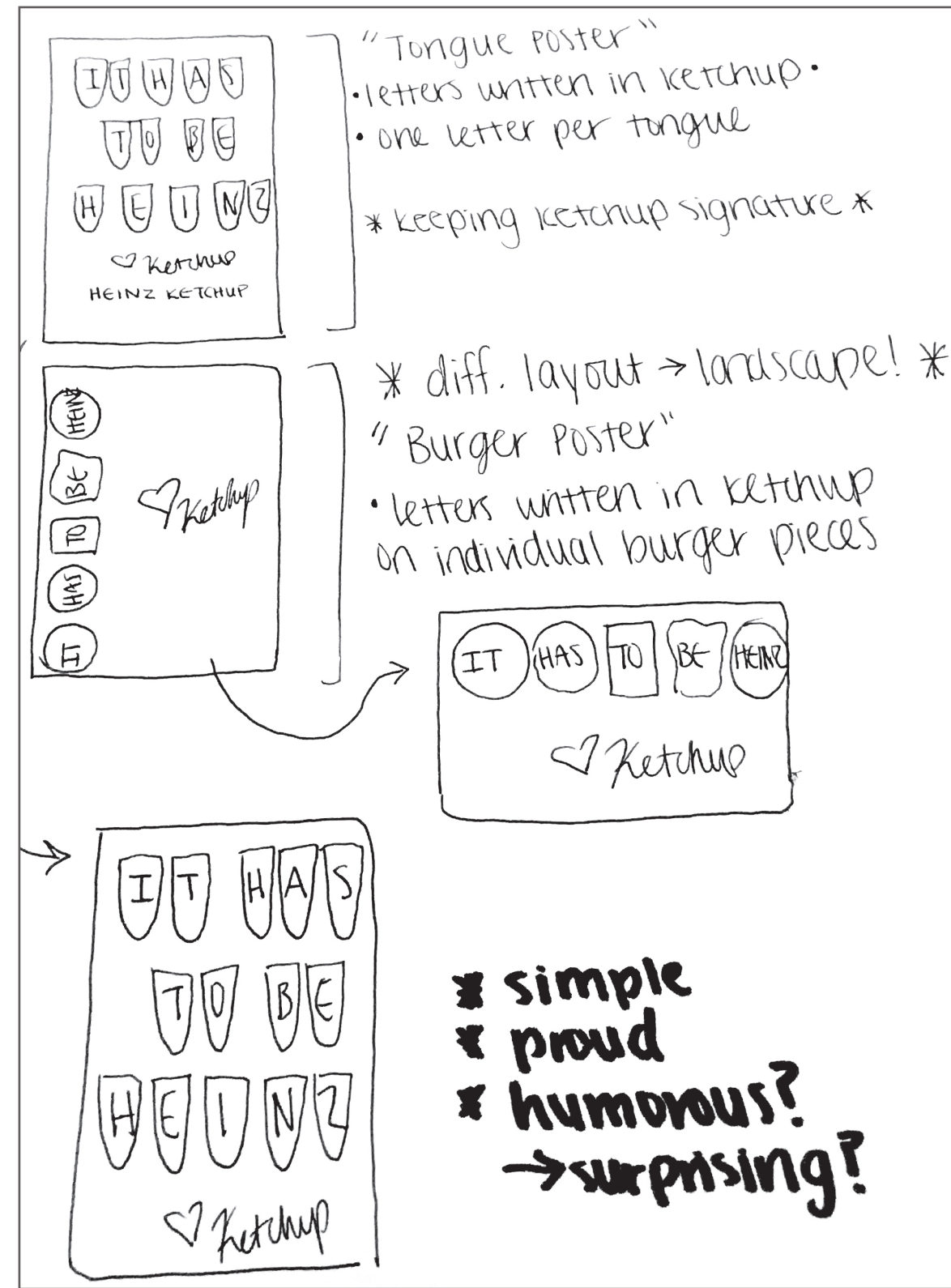
social media campaigns

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sketches & process work





final designs



♥ketchup

IT HAS TO BE HEINZ.

HEINZ
ESTD 1869 ESTD
150TH ANNIVERSARY

bus stop poster

HEINZ
ESTD 1869 ESTD



bus stop poster

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outdoor wall billboard

HEINZ
ESTD 1869



outdoor wall billboard





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computer desktop

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computer desktop

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wall picture

HEINZ
ESTD 1869 ESTD



wall picture

HEINZ
ESTD 1869 ESTD



OUR DELICIOUS KETCHUP

Every variety of HEINZ Ketchup contains only the juiciest, ripest tomatoes, grown to produce the thick, rich ketchup that has been America's favorite for 150 years.

FLAVORS & VARIETIES

- HEINZ HOT AND SPICY TOMATO KETCHUP
- HEINZ JALEPENO TOMATO KETCHUP
- HEINZ SRIRACHA TOMATO KETCHUP
- HEINZ NO SALT ADDED
- HEINZ NO SUGAR ADDED
- HEINZ ORGANIC
- HEINZ SIMPLY HEINZ
- HEINZ SWEETENED WITH HONEY



TACO BEEF DIP



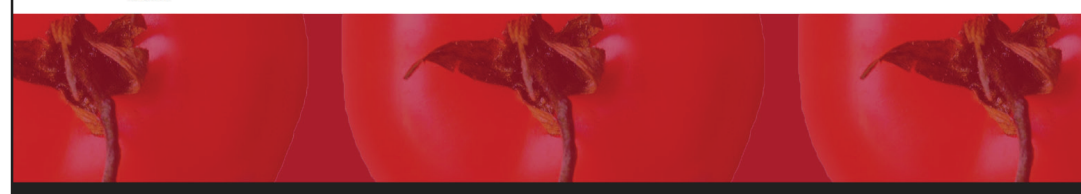
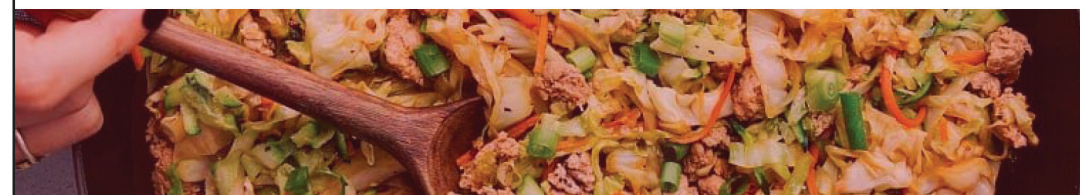
CHILI-CHEESE BEAN DIP



HARVEST TURKEY SLAW



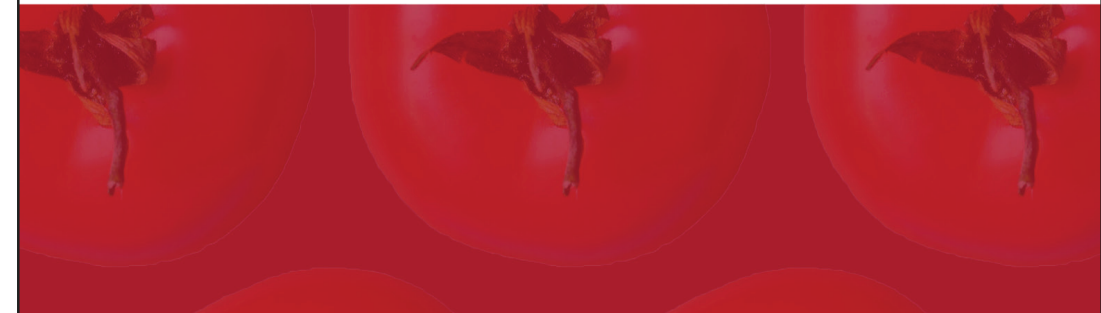
CARMELIZED ONION & GARLIC KETCHUP



WELCOME TO THE HEINZ PHOTOBOOTH!

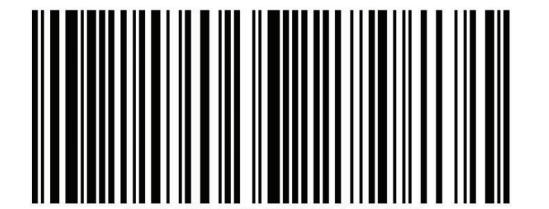
Take a selfie and draw your best "ketchup face" then post it on social media with #ketchupface for the chance to appear on the Heinz Facebook and Instagram page!

follow us on Facebook & Instagram: @heinz



BUY 2 GET 1 FREE

PURCHASE TWO 750ML BOTTLES OR LARGER OF HEINZ TOMATO KETCHUP AND RECEIVE AN ADDITIONAL BOTTLE FOR FREE.

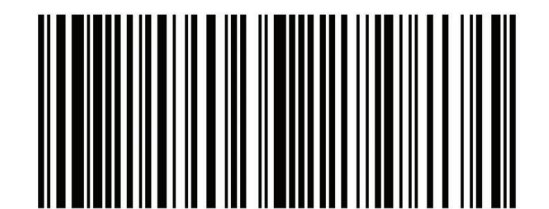


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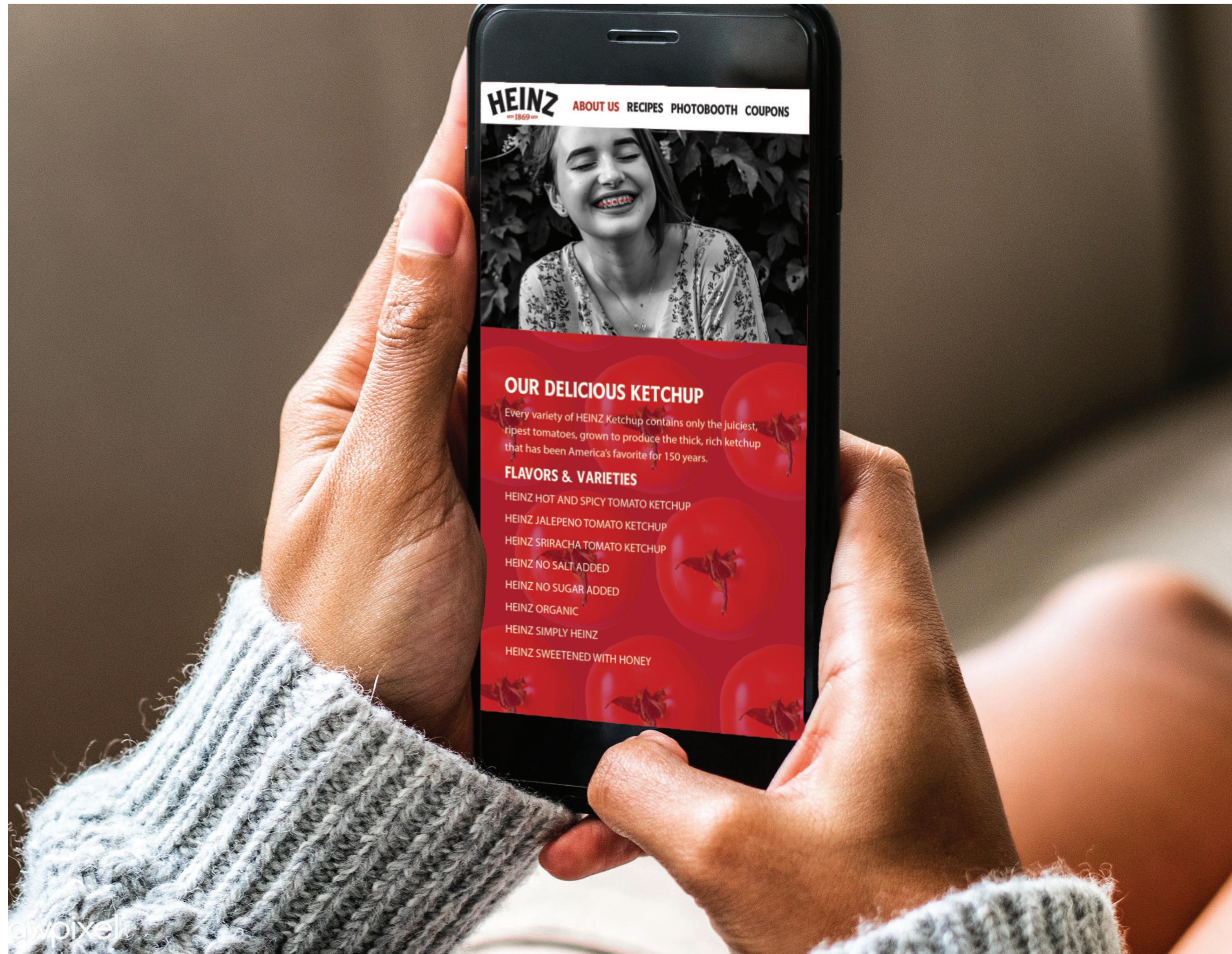


BUY ONE GET ONE 1/2 OFF

PURCHASE ONE 750ML BOTTLE OR LARGER OF HEINZ TOMATO KETCHUP AND RECEIVE AN ADDITIONAL BOTTLE FOR HALF THE PRICE.



(00)123456789101112133



heinz app





retail presence

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IT HAS TO BE HEINZ.



gallery artwork

campaign goal

The goal of this campaign is to bring a different image to Heinz, one that can expand off of their existing advertisements. I wanted to create a *simple, proud*, and *surprising* campaign that would attract more people to the iconic Heinz brand.

intended consumer action

This campaign was completed with the intention that consumers would want to participate with their own “ketchup face”. I created the photobooth section of the app so that consumers would be able to take their own pictures and edit them with their own unique ketchup design. I incorporated this type of interaction into one of my store displays as well. The idea was that shoppers could come up to the screen and see a real time image of themselves that they could actively draw on and take a picture of. These pictures would be posted and spread on social media with the hashtag, #ketchupface! I believe the elements I have created will bring more attention to the Heinz brand, and will bring a new audience while confirming their current customers have made the right choice for 150 iconic years.

concluding statement

