



IT HAS TO BE

HEINZ

ESTD 1869 ESTD

150

YEARS

#heinz150

A
CAMPAIGN
PRESENTED
BY

**CHOP
JOYCE**

FOR ART 306



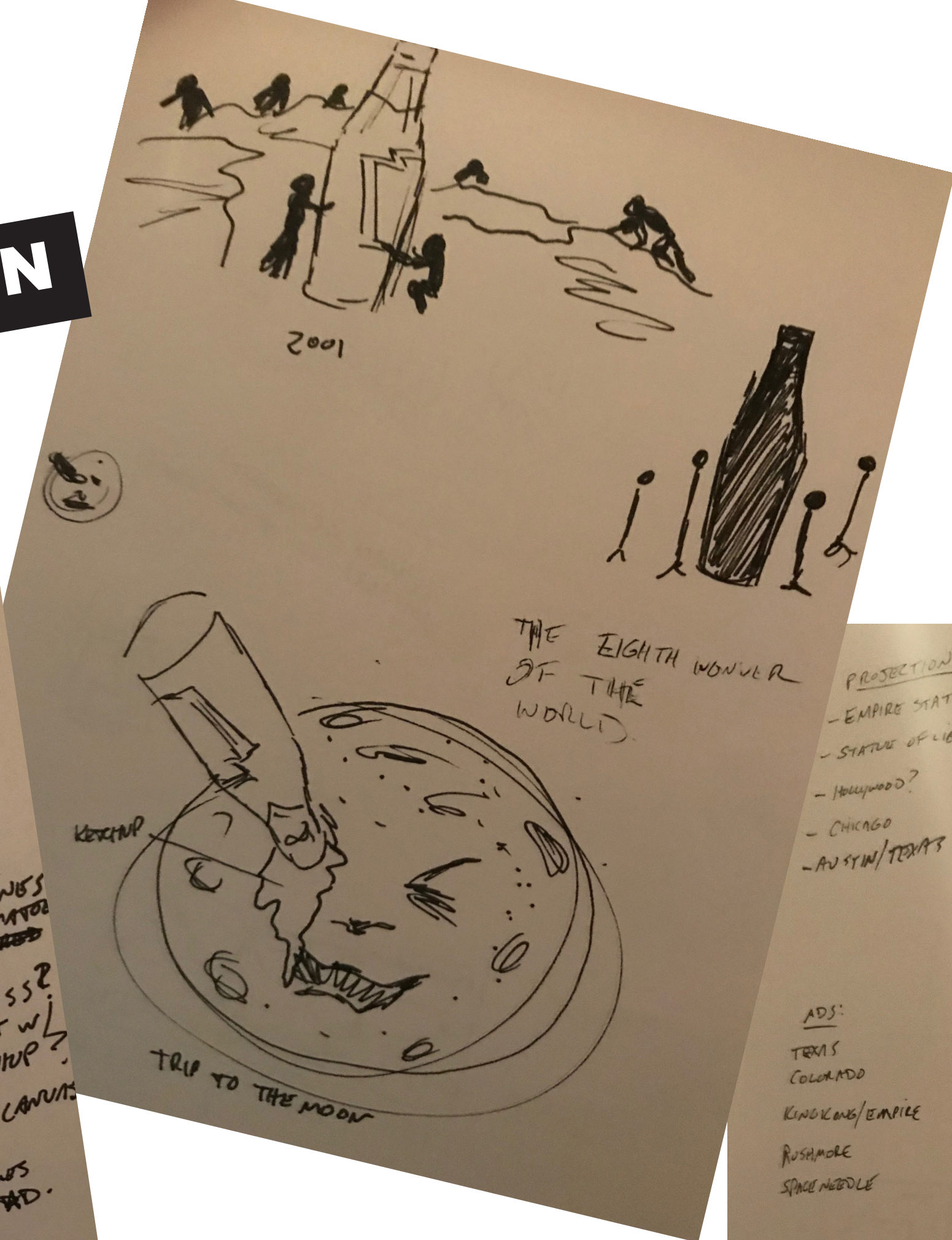
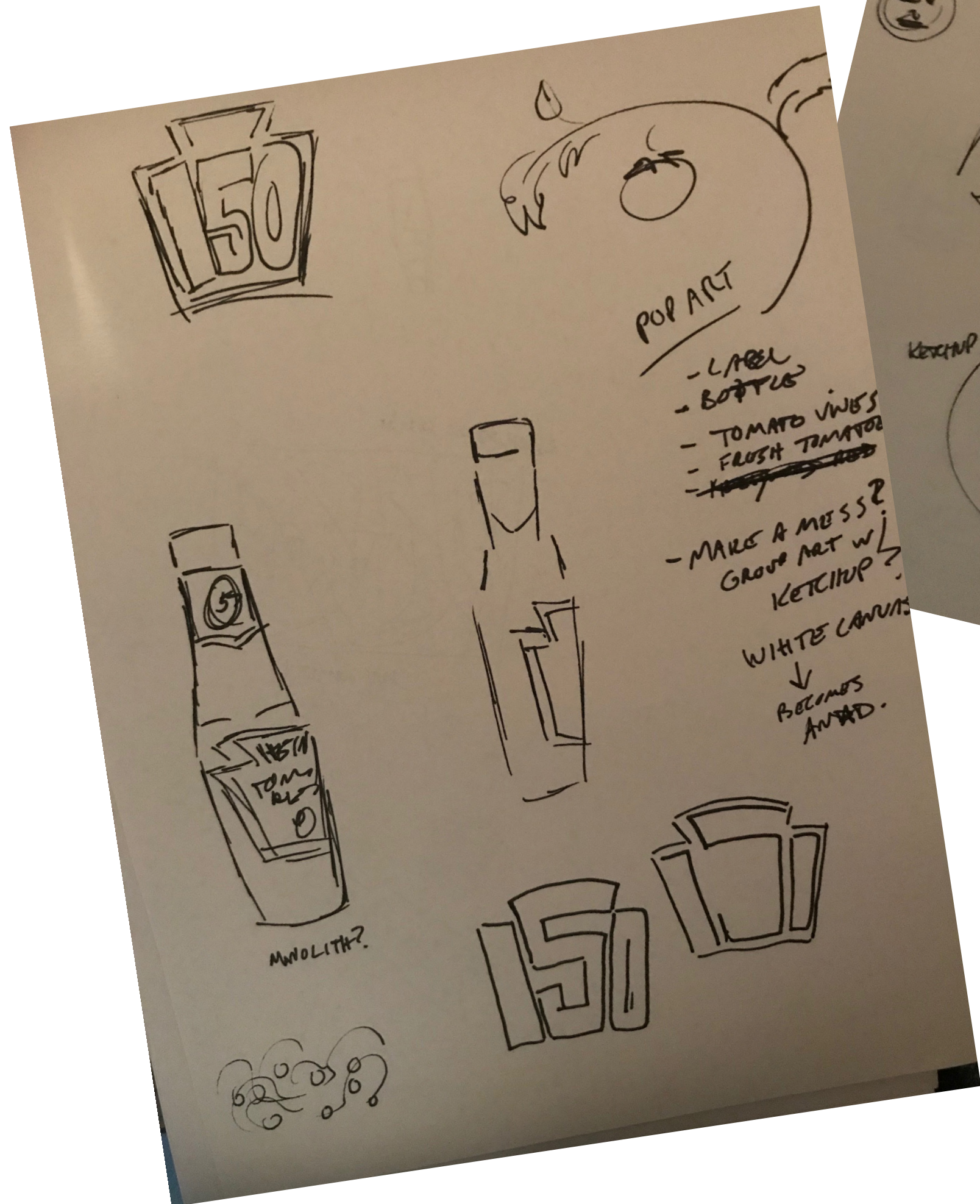
MINDMAP

The class developed an extensive, deep mind map to help flesh out individual ideas for the project.

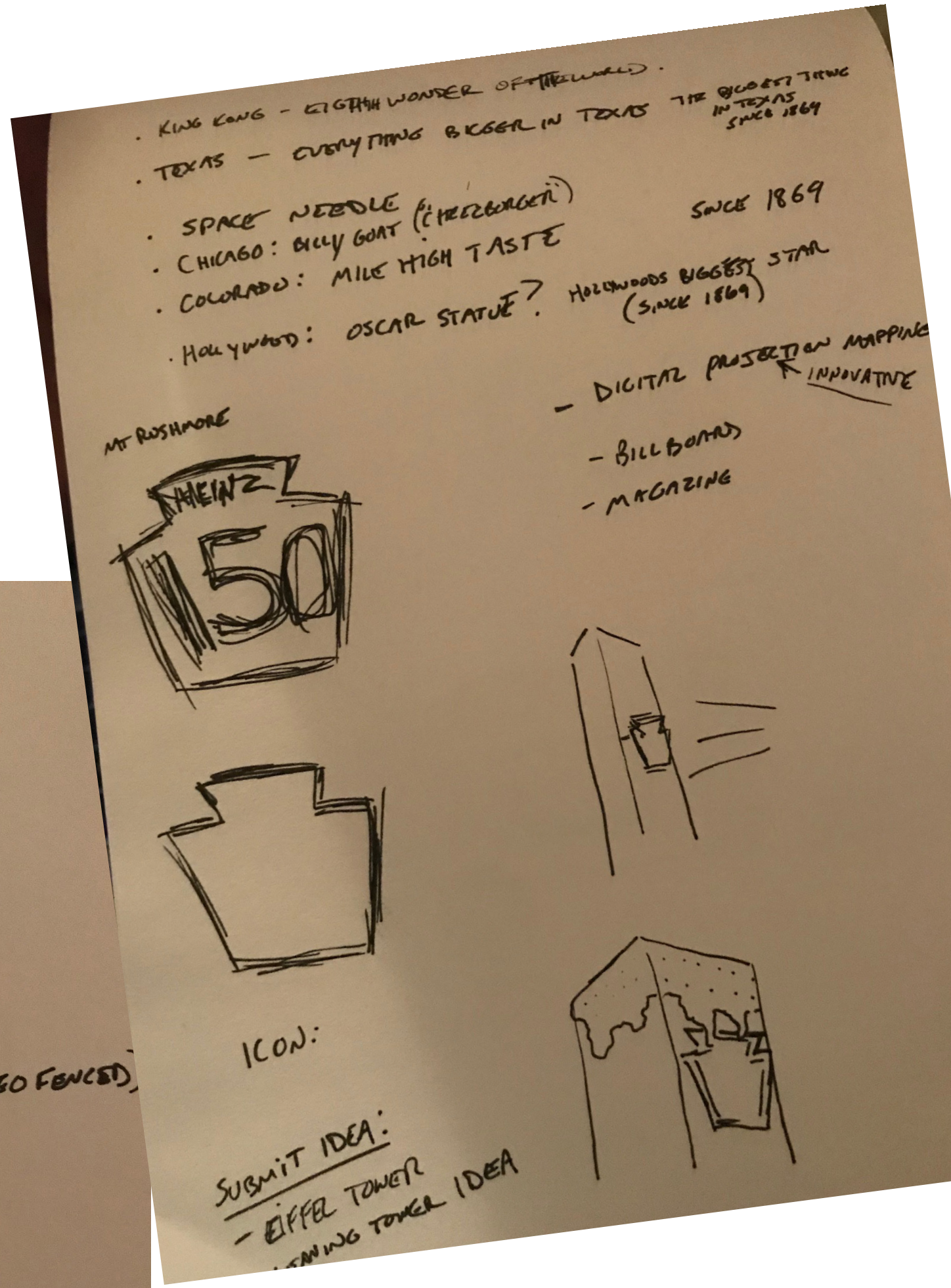
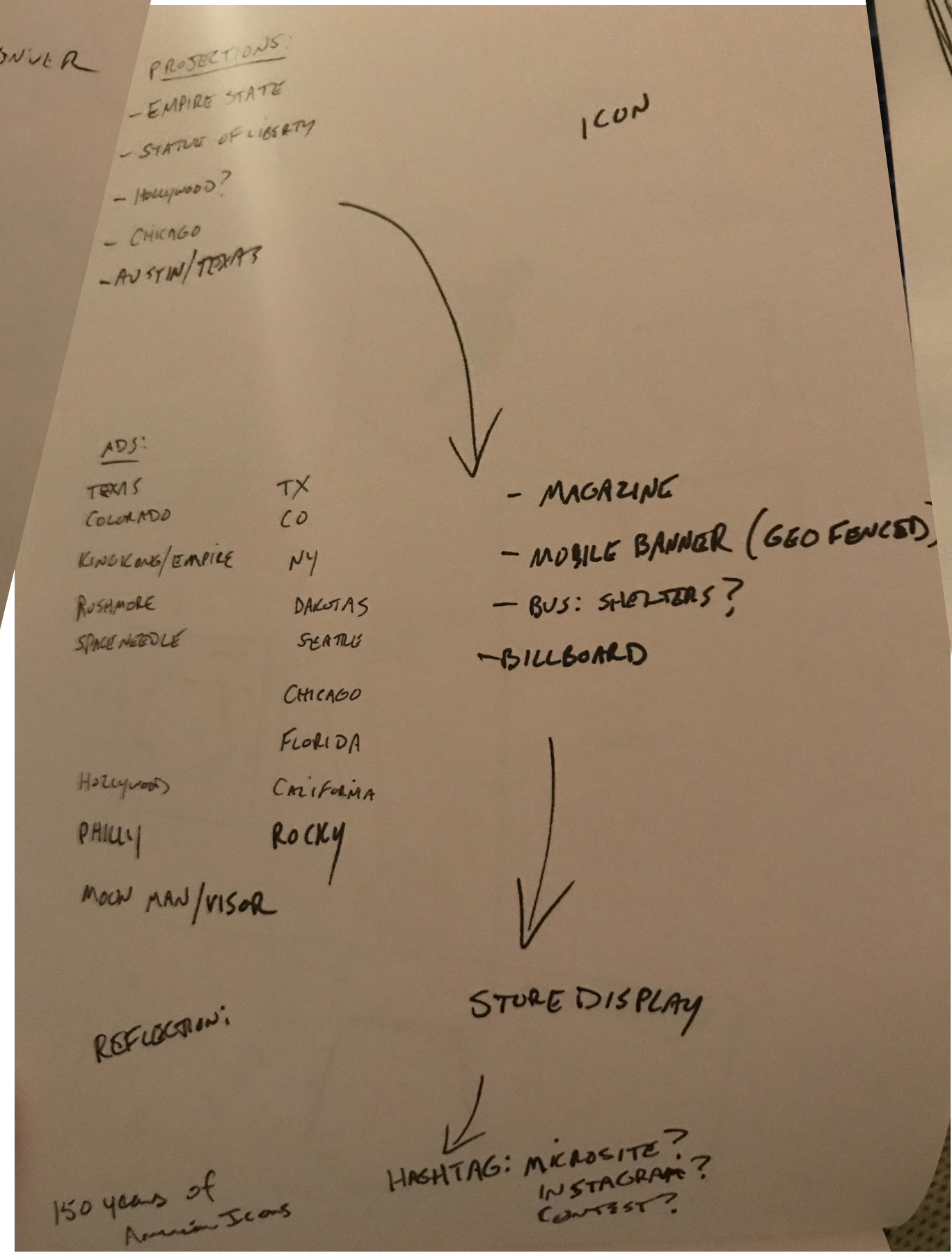




EXPLORATION



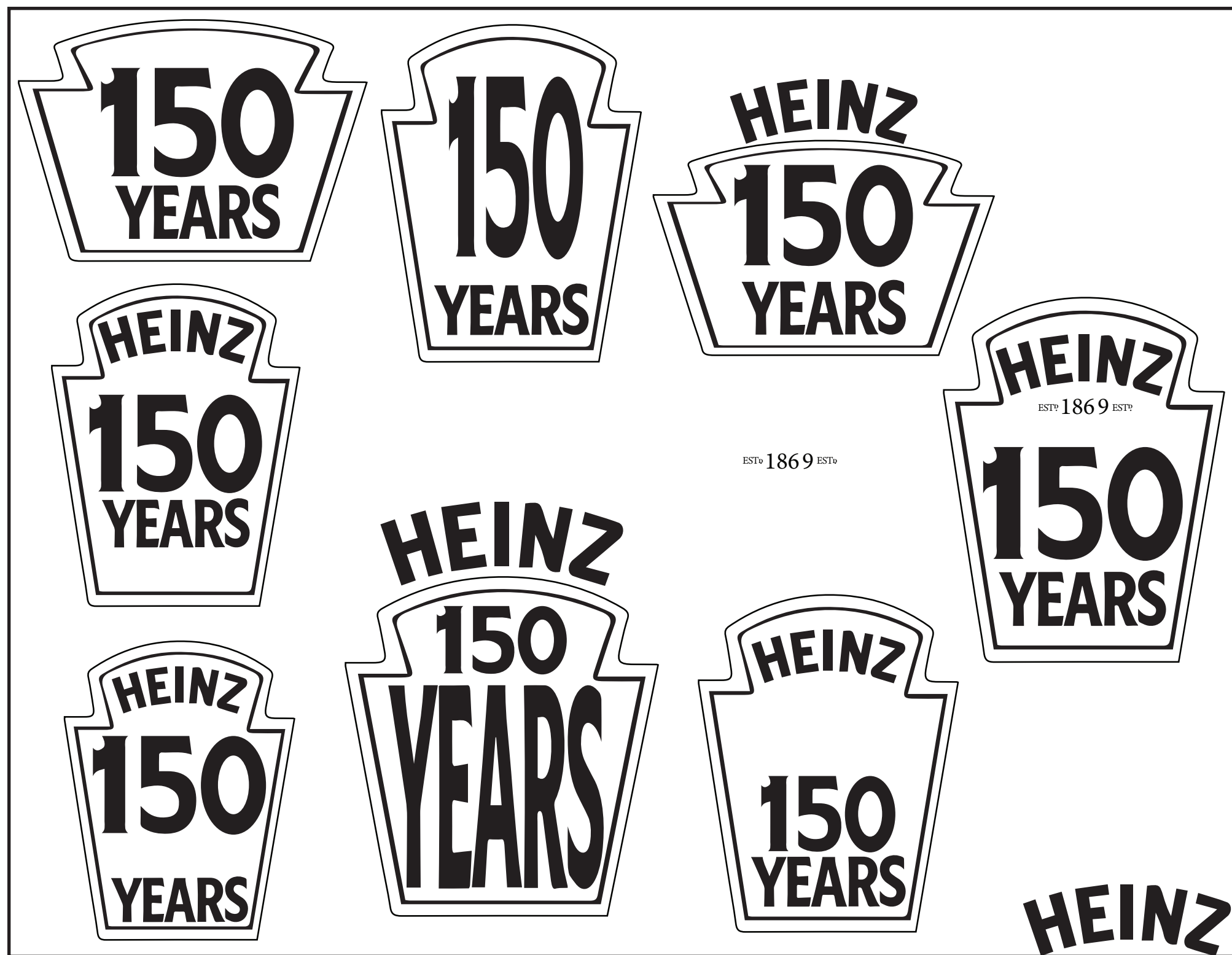
Personal sketches and notes.





CAMPAIGN MARK

I felt the campaign needed a mark or logo that would be placed on all materials; to achieve this, I played around with the very distinct Heinz keystone logo, the shape of which also takes on the look of a shield or “trophy” sort of emblem. It also incorporates Heniz’s distinct message (“It has to be Heniz”) as well as a promotional hashtag.



#heinz150



THE
CREATIVE
PROCESS
150
YEARS

MOODBOARD



RED CARPET KETCHUP!
POP UP MUSEUM:
TOUR?
ONE LOCATION?
16,000 sq ft?

ICON

POP UP MUSEUM → ADVERTISE → FREE PUBLICITY →
SOCIAL MEDIA → CREATE HYPE FOR YOU.
ARE?



ICON

HEINZ
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**CONCEPT:
"AN AMERICAN ICON"**

Settling on the idea of an "icon" (and more specifically an American icon), I opted to make the Statue of Liberty the "face" of the campaign, replacing her torch with the iconic Heinz Tomato Ketchup bottle. With a large part of the campaign focused on summer and American style barbecues, a pair of shades completes her look!





PRINT MEDIA

“Lady Liberty” gets decked out for numerous forms of print and out-of-home media.





OUTDOOR MEDIA

“Lady Liberty” gets decked out for numerous forms of print and out-of-home media outlets.





OUTDOOR MEDIA

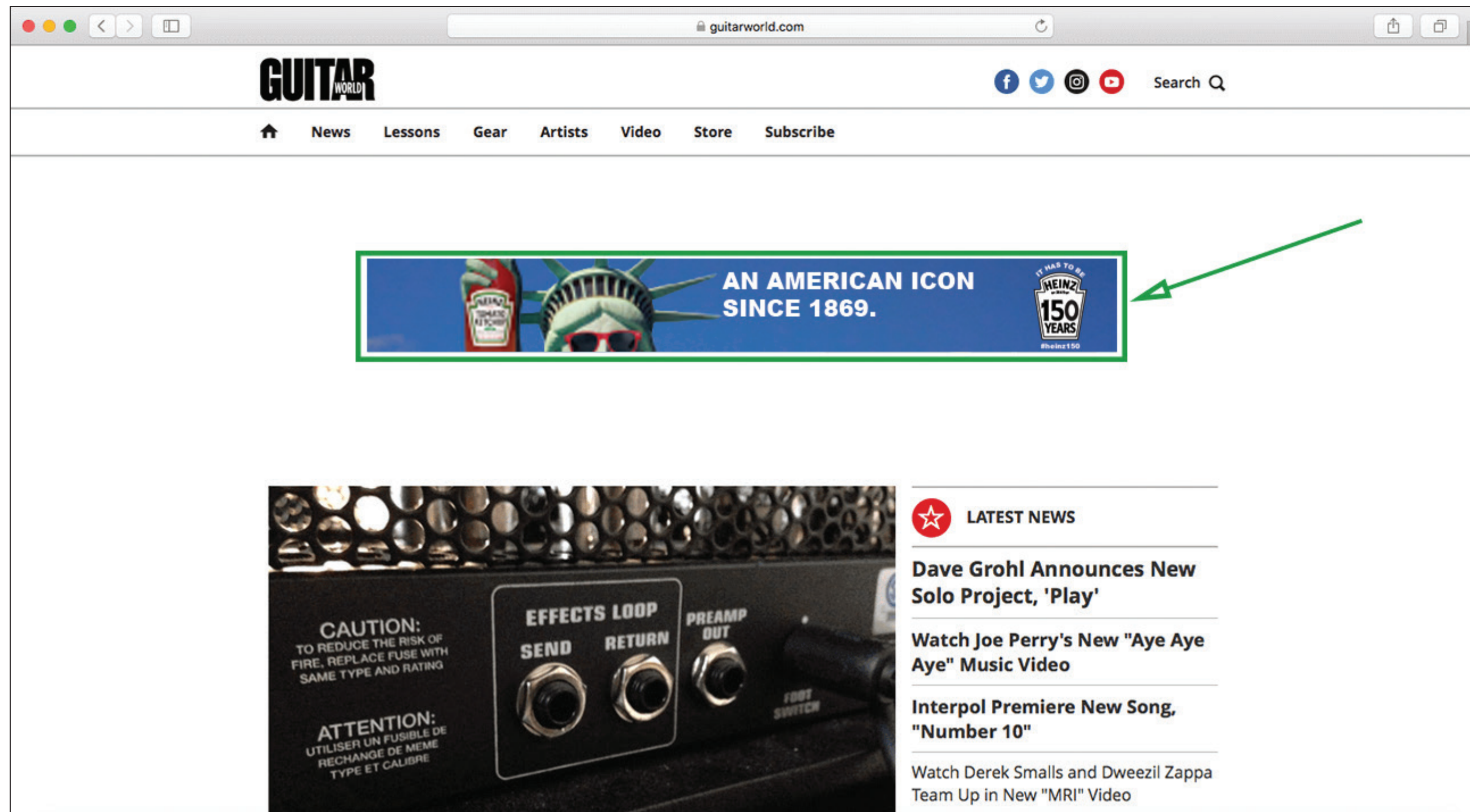
“Lady Liberty” gets decked out for numerous forms of print and out-of-home media outlets.





MOBILE / DISPLAY

“Lady Liberty” also appears in mobile/tablet and display advertising.





SOCIAL MEDIA

“Lady Liberty” also appears in sponsored social media content and contest promotions.



WIN A BACKYARD BARBECUE FOR 150 OF YOUR CLOSEST FRIENDS!

IT HAS TO BE HEINZ 150 YEARS #heinz150

SNAP a picture showing off Heinz Tomato Ketchup as the American Icon it has been for 150 years!

TAG #heinz150

UPLOAD to Instagram. Maximum of 3 entries per participant.

ONE WINNER will win EVERYTHING they need to host a 4th of July barbecue for 150 friends and family!

WHY? Because HEINZ KETCHUP only turns 150 once!





**DIGITAL MAPPING
PROJECTION**

In order to make this campaign feel fresh and NOW, Heniz would utilize special cutting edge digital mapping projection technology to dress “Lady Liberty” in the style of the campaign.

This “publicity stunt” would gain additional media and social media coverage.





**DIGITAL
PROJECTION
MAPPING**

The digital mapping projection “publicity stunt” could extend to other icons across the country, with Heinz Ketchup products and its 150th anniversary as the focus of many eye-catching and humorous situations.



**EMPIRE STATE BUILDING
NEW YORK, NY**



**GATEWAY ARCH
ST. LOUIS, MO**





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**HOLLYWOOD SIGN
HOLLYWOOD, CA**



**MT. RUSHMORE
BLACK HILLS, SD**





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**WASHINGTON MONUMENT &
THE WHITE HOUSE
WASHINGTON D.C.**



RETAIL
IMAGING
150
YEARS

STORE DISPLAY

The “Lady Liberty” would be used in eye-catching store displays celebrating Heinz Ketchup’s 150th anniversary, integrating all elements from the campaign for shoppers to recognize.



HEINZ
ESTD 1869 ESTD
150
YEARS



REGIONAL VARIATIONS

As part of the overreaching “American icon” concept behind the campaign, other recognizable American icons can also get in on the fun and be substituted for Heinz Ketchup products in their respective parts of the country.



AUSTIN, TX



NEW YORK, NY
(VARIATION)





REGIONAL VARIATIONS

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MILE HIGH TASTE SINCE 1869.

DENVER, CO



GOING THE DISTANCE SINCE 1869.

PHILADELPHIA, PA



THE END.



#heinz150

