

#ASAMERICANAS

Heinz tomatoes are proudly grown in America by passionate farmers they have worked with for several generations. Through conservation farming, they produce high-quality tomatoes with no GMOs. Their environmental commitments and support of local farmers is what makes them as American as they were back in 1869.



THE BIG IDEA

Celebrate Heinz's 150th anniversary by sharing your Americana pictures on social media. The best photo will win a free trip to the Heinz History Center in Pittsburgh and a dinner at Butcher and the Rye, a renowned restaurant featuring rustic American dishes.



CALL TO ACTION



- Incorporate the Heinz logo, 150th anniversary, and slogan
- Simplify it into one
- Wrap everything into the keystone shape and put it on the ketchup bottle

HEINZ
ESTD 1869 ESTD

ANNIVERSARY LOGO



Celebrate our 150th anniversary with us by sharing your pictures of what you believe makes America, America by tagging it with #AsAmericanAs on Instagram. The best photo will win a free trip to the Heinz History Center in Pittsburgh, PA and a dinner for two at Butcher and the Rye, a renowned restaurant featuring rustic American dishes.



HEINZ
ESTD 1869 ESTD

MICROSITE



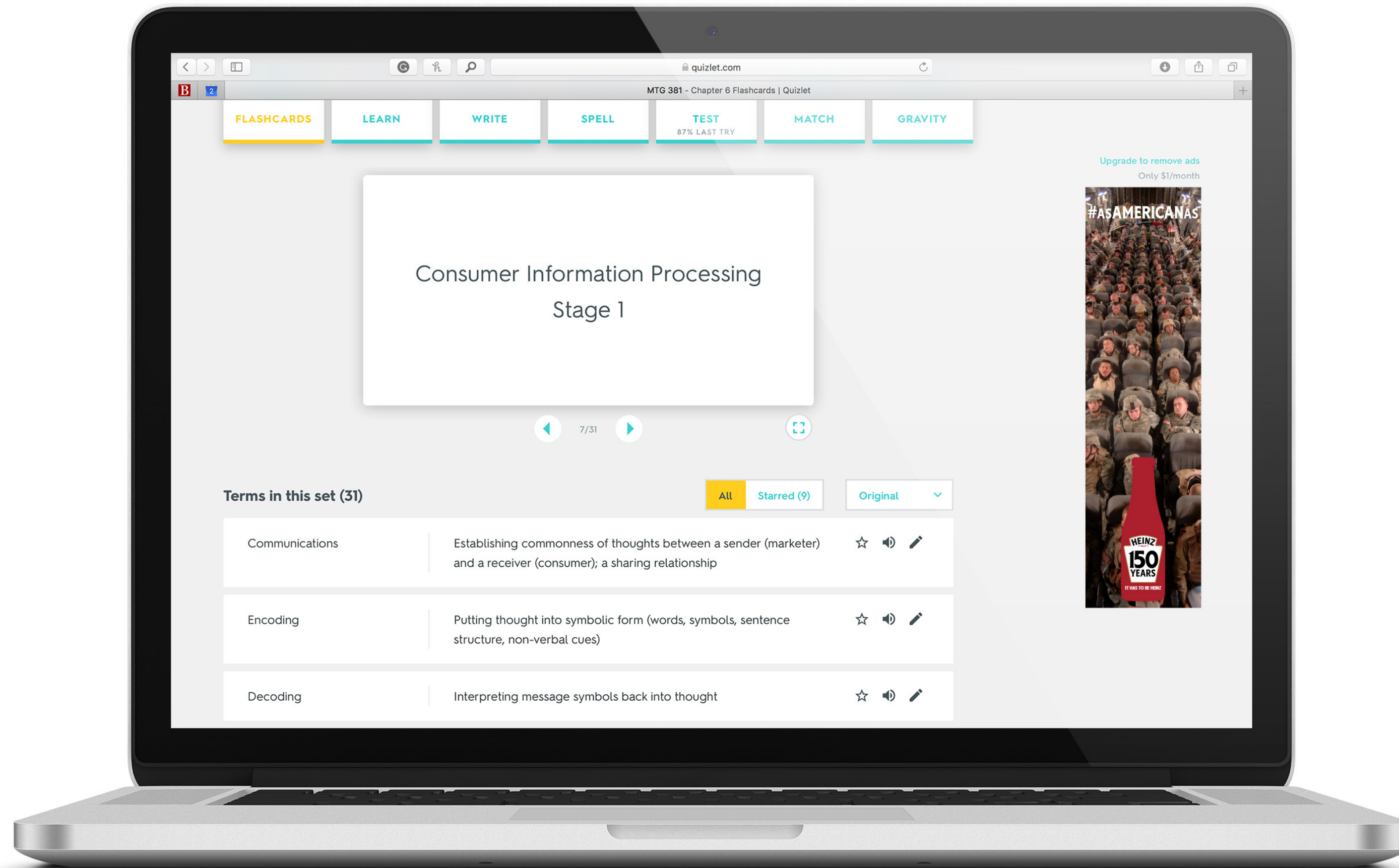
HEINZ
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BILLBOARD



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BUS STOP



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WEBSITE BANNER



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SUBWAY POSTER



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FOOTBALL STADIUM



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SNAPCHAT FILTER