

Heinz 150th Anniversary

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Hearing that Heinz has been around for 150 years provides an assumption that Heinz is now an old brand. This is **FALSE**.

My campaign focuses on Heinz's youth, they are still young, fresh, relevant, fun, and modern.

I've portrayed this through a series of puns.

HEINZ

ESTD 1869 ESTD

IT HAS TO BE HEINZ

NICE TO **MEAT** YOU.



HEINZ

ESTD 1869 ESTD

IT HAS TO BE HEINZ

EGG-CELLENT.



HEINZ

ESTD 1869 ESTD

IT HAS TO BE HEINZ

I ONLY HAVE **FRIES** FOR YOU.



HEINZ

ESTD 1869 ESTD

IT HAS TO BE HEINZ

FRANKLY
WE BELONG TOGETHER.



HEINZ

ESTD 1869 ESTD

IT HAS TO BE HEINZ

*You're
So
Saucy*

HEINZ

ESTD 1869 ESTD

IT HAS TO BE HEINZ

OTHER BRANDS JUST CAN'T **KETCHUP.**



MAGA ZINE



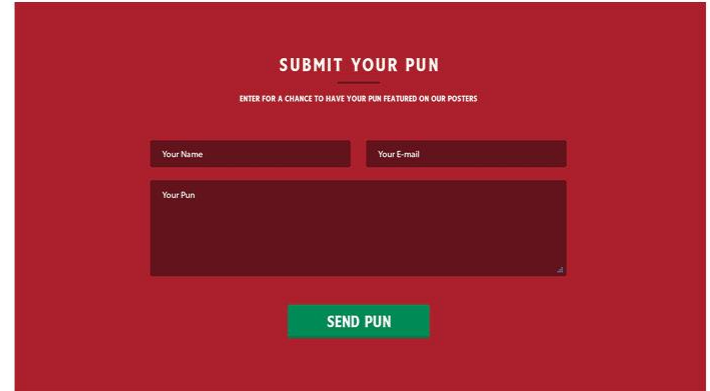
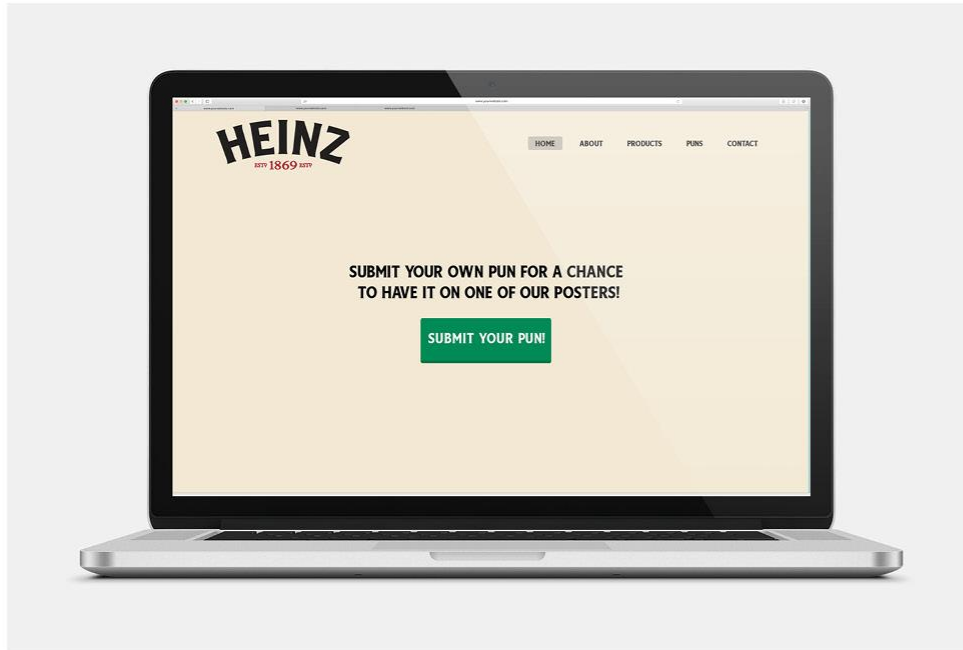
BUS STOP



BILLBOARD



MICRO-SITE



A red background form for submitting a pun. The form contains the following elements:

- SUBMIT YOUR PUN** (Section Header)
- ENTER FOR A CHANCE TO HAVE YOUR PUN FEATURED ON OUR POSTERS (Text)
- Your Name (Text Input)
- Your E-mail (Text Input)
- Your Pun (Text Area)
- SEND PUN** (Submit Button)