

DYLAN PASHKE

**IT HAS TO BE**

*celebrating 150 years*





## GOALS:

— **CELEBRATE** THE 150TH ANNIVERSARY OF HEINZ,  
AND SPARK **THE NEXT** 150 YEARS OF BRAND LOVE.

— **FACILITATE A CONVERSATION BETWEEN THE  
PAST AND THE FUTURE.**



# RESEARCH:

- WHAT'S CURRENTLY WORKING FOR HEINZ?
- WHAT WOULD FIT IN WITH THEIR CURRENT BRAND?

**HUMOUR .. PUSHING THE LIMITS .. BEING RELATABLE**

- WHAT'S CURRENTLY WORKING FOR OTHER COMPANIES?

**NOSTALGIA .. RETRO IS "IN"**

**THROWBACKS ARE STILL COOL**



## MY PLAN:

1. **BLEND** SOME **HUMOUR WITH NOSTALGIA** (MORE FOCUS ON NOSTALGIA)
2. UTILIZE **ICONIC IMAGERY** WITHIN THE PAST 150 YEARS
3. UTILIZE **“OLD SCHOOL”** DESIGN TO SYMBOLYZE THE PAST  
BUT ALSO BECAUSE IT IS #TRENDY (CONNECTING THE PAST/FUTURE)



*since 1869*

**NO MATTER WHO**  
**NO MATTER WHAT**  
**NO MATTER WHEN**  
**NO MATTER WHERE**  
**NO MATTER WHY**  
**NO MATTER HOW**

**BIG IDEA:**

**NO MATTER WHO, WHAT, WHEN,  
WHERE, WHY, OR HOW..**

**EVERY SITUATION CAN BENEFIT  
FROM HEINZ, BECAUSE  
IT HAS TO BE HEINZ.**

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since 1869  
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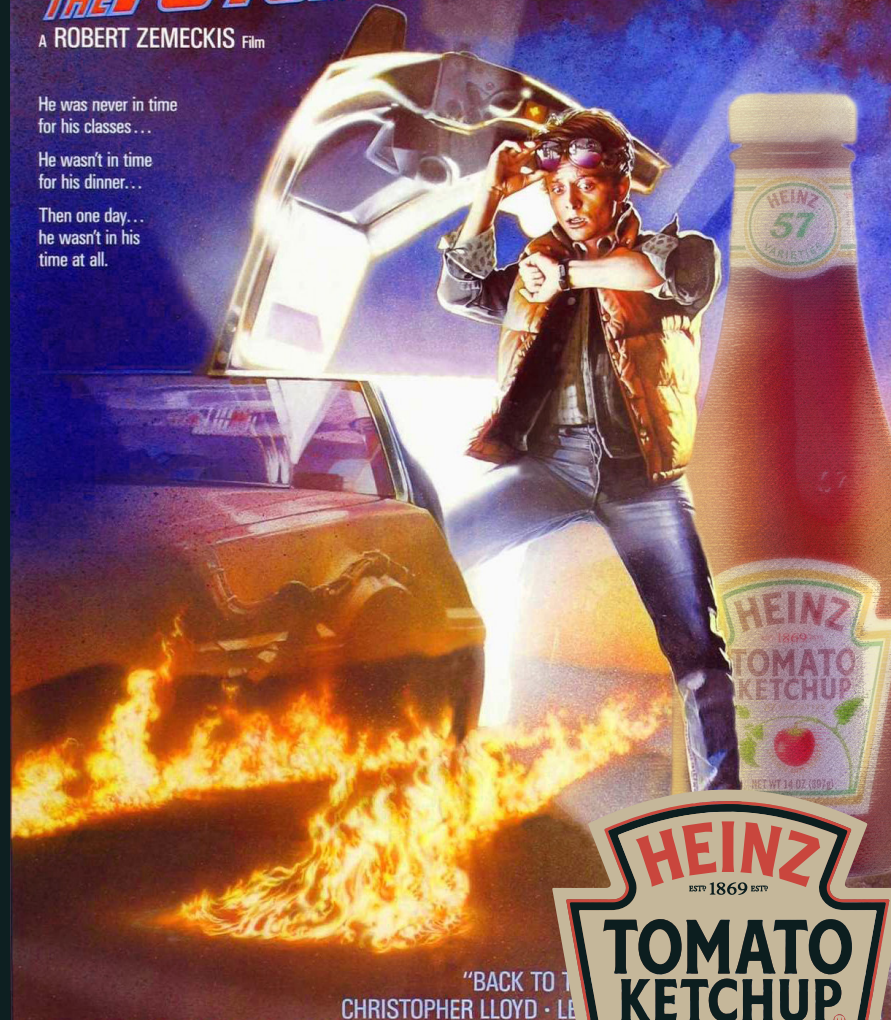
**BACK  
TO  
THE FUTURE**

A ROBERT ZEMECKIS Film

He was never in time  
for his classes...

He wasn't in time  
for his dinner...

Then one day...  
he wasn't in his  
time at all.

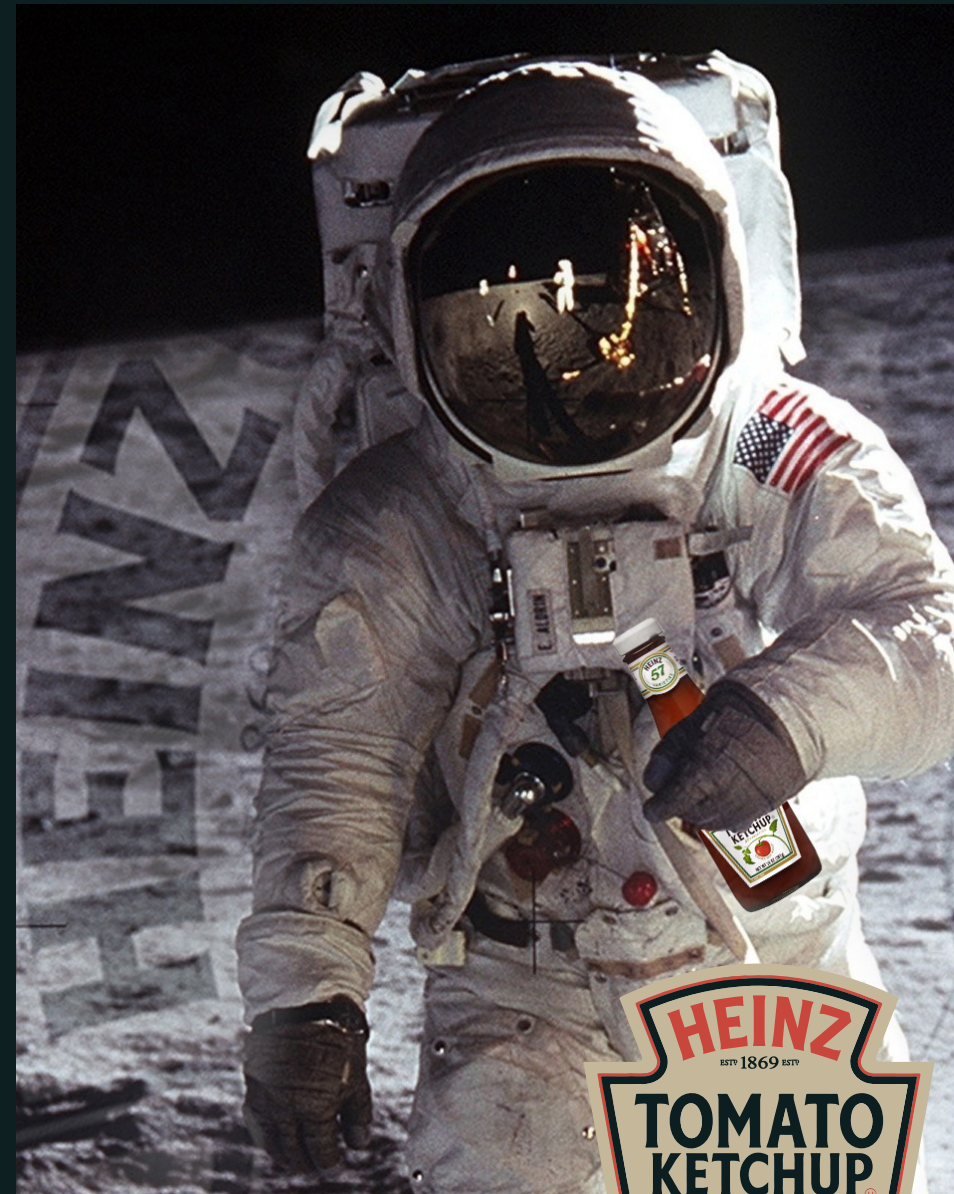


"BACK TO THE FUTURE"  
CHRISTOPHER LLOYD · LEE

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**NO MATTER WHERE**



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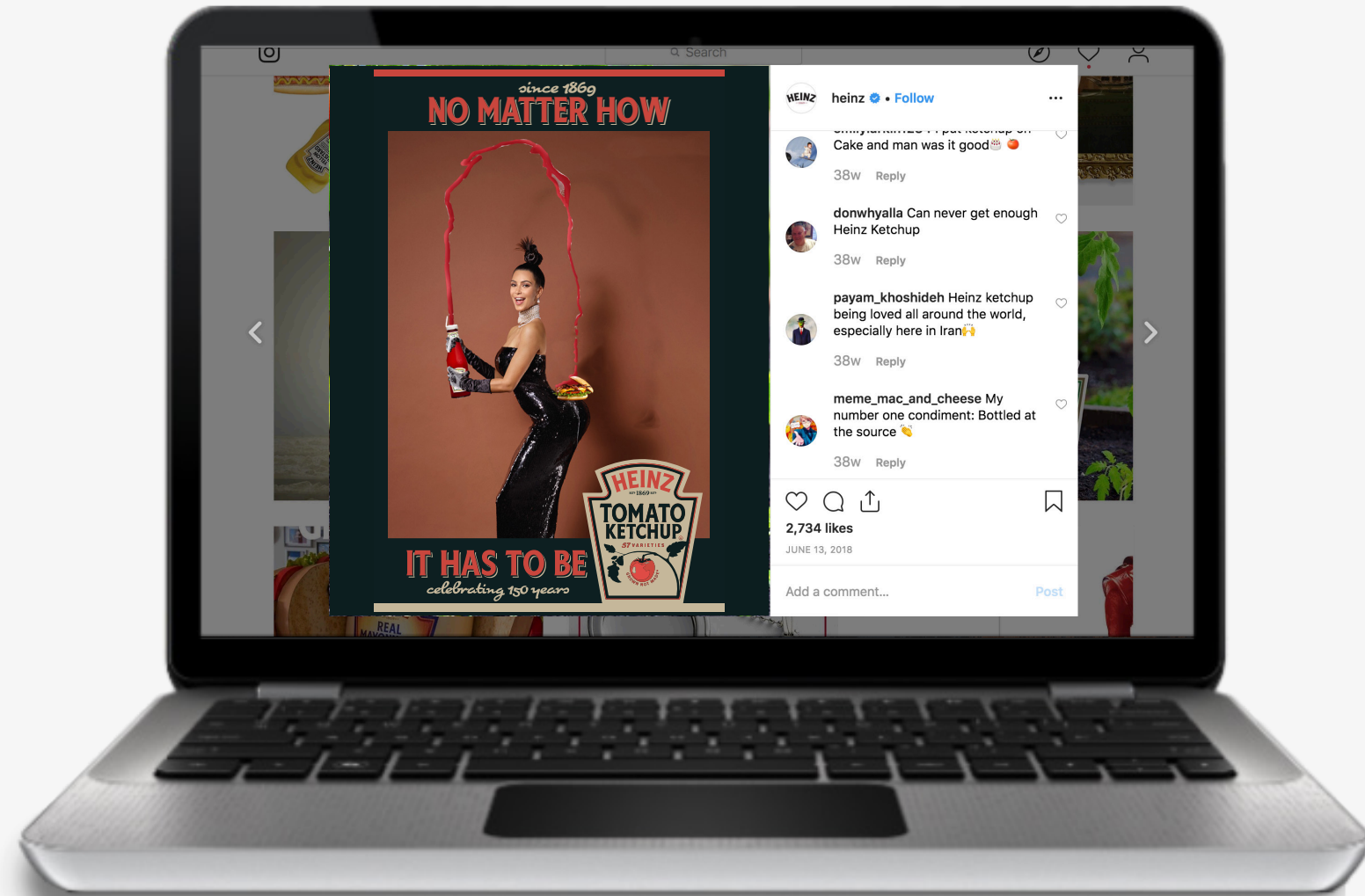
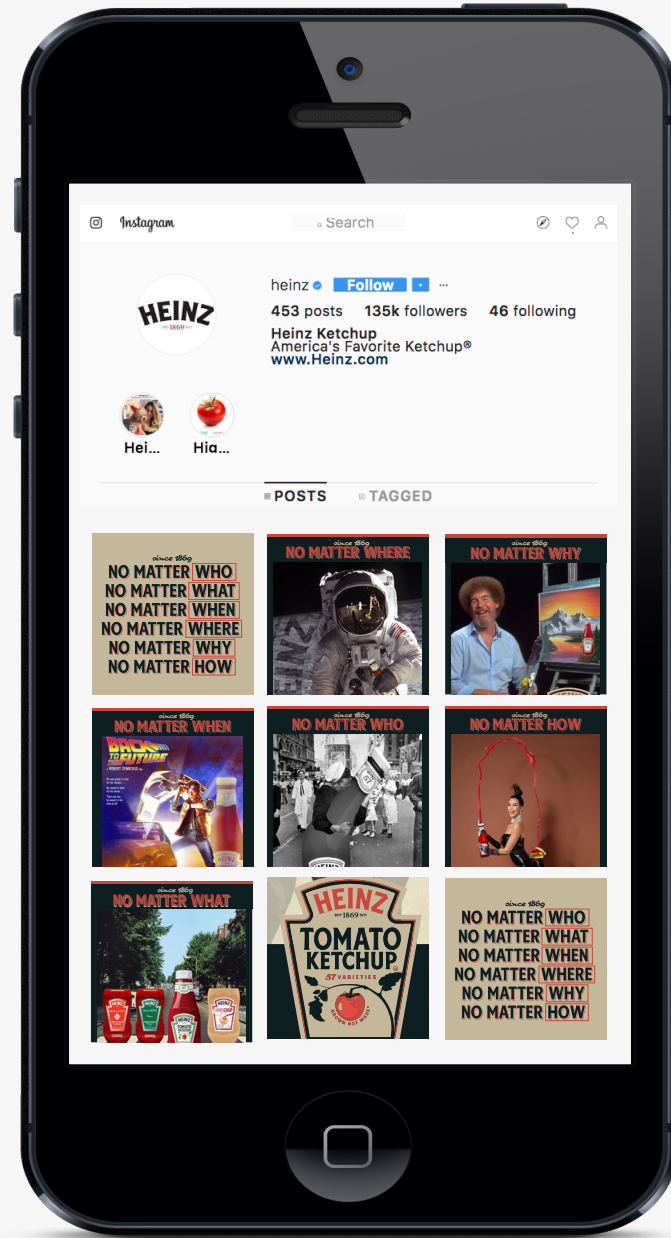




# HEINZ

ESTD 1869 ESTD

## SOCIAL MEDIA: INSTAGRAM



# HEINZ

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## MAGAZINE





**HEINZ**  
ESTD 1869 ESTD

**BUS STOP**



**HEINZ**  
ESTD 1869 ESTD

**GROCERY STORE**

# HEINZ

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## BUS ADVERTISING



# HEINZ

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## BILLBOARD

