



WITH YOU FOR 150 YEARS. WITH YOU FOR 150 MORE.

OVERVIEW

HEINZ isn't just ketchup. It is a renowned brand that has been around for over a century. When people think "ketchup", they think "HEINZ". It's been with them since childhood, and for many it tastes like home. Mom used to put it on their sandwiches before they took their lunch to school, and they ate it with their fries when the family would go out for lunch on Sundays after church. Heinz can be a very sentimental experience for many, and when traveling the world and having new experiences, sometimes its essential to have "a little bit of home everywhere you go".





A

LITTLE BIT

OF

HOME

EVERYWHERE

YOU GO



BUS STOP ADS



BUS STOP ADS



BILLBOARD ADS





THE HEINZ HUNT PROJECT©



The Heinz Hunt Project was established to not only invoke participation with the Heinz brand, but also to bring friends and family together—working toward the common goal for a greater sense of accomplishment in life.

Heinz releases a line of limited edition line glass bottles, one each month for a year across the US. Each time zone, pacific, mountain, central, and eastern is shipped a separate version of the line. These glass bottles are only sold in certain cities, and the goal of the initiative is for people of all ages to engage with those they love with a traditional condiment that has been around for 150 years. The first ten people who collect every bottle for every month for a year, and turn their lids into Heinz will receive an “all expenses paid trip for a week to any of the provided locations offered by Heinz”.



THE HEINZ HUNT PROJECT©



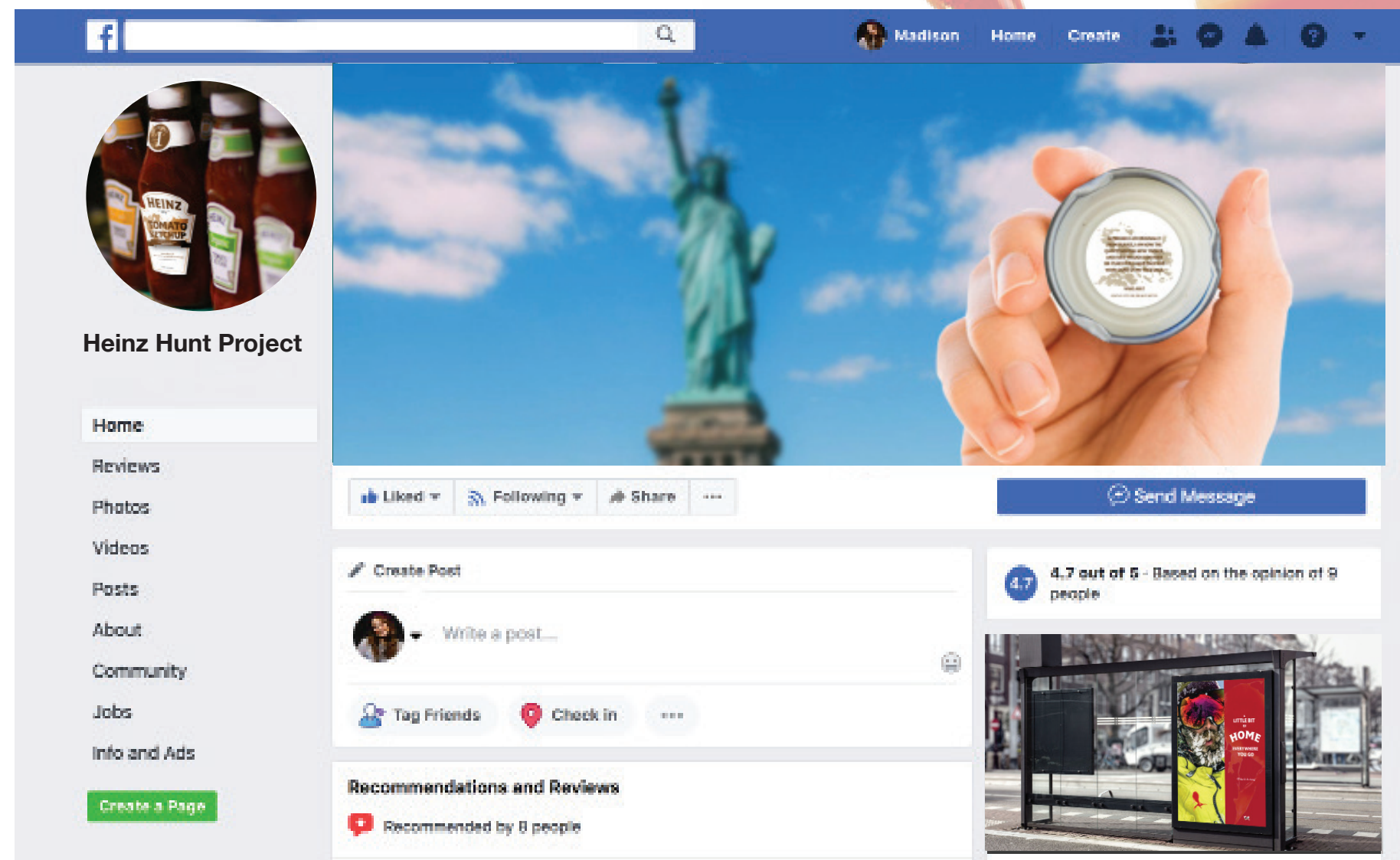
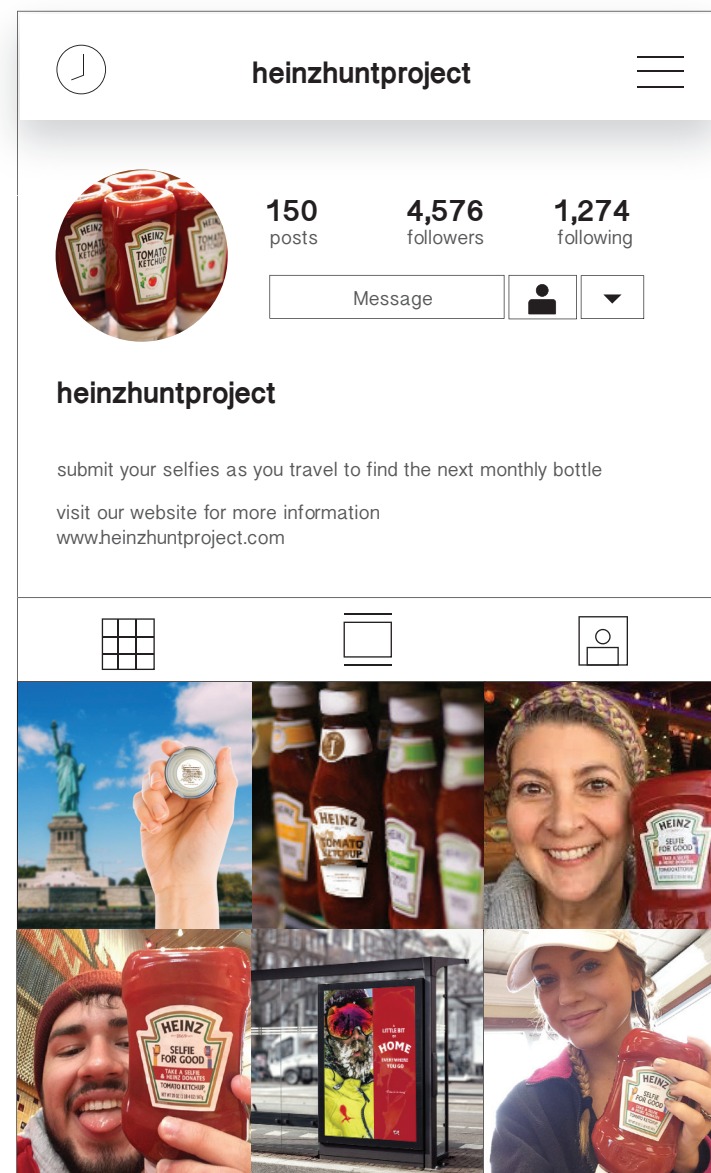
THE HEINZ HUNT PROJECT©





THE HEINZ HUNT PROJECT©





THE HEINZ HUNT SOCIAL MEDIA






POSTCARD ADS

Join the Heinz Hunt Project.



The Heinz Hunt Project was established to not only evoke participation with the Heinz brand, but also to bring friends and family together—working toward the common goal for a greater sense of accomplishment in life.

Heinz releases a line of limited edition line glass bottles, one each month for a year across the US. Each time zone, pacific, mountain, central, and eastern is shipped a separate version of the line. These glass bottles are only sold in certain cities, and the goal of the initiative is for people of all ages to engage with those they love with a traditional condiment that has been around for 150 years. The first ten people who collect every bottle for every month for a year, and turn their lids into Heinz will receive an “all expenses paid trip for a week to any of the provided locations offered by Heinz”.

Visit the website for more information about the first bottle release:



www.heinzhuntproject.com



CELEBRATING



150 YEARS

MISSION

LAST MONTHS RELEASE

COMMUNITY

ABOUT US

The Heinz Hunt Project was established to not only evoke participation with the Heinz brand, but also to bring friends and family together—working toward the common goal for a greater sense of accomplishment in life.

read more



CELEBRATING 150 YEARS



COMMUNITY

Much of the Heinz Hunt Project is built upon bringing people together toward a common goal. Everyone involved will benefit from a platform in which their discoveries can be discussed between other participants worldwide.

visit us on social media



www.heinzhuntproject.com

