

GRANDMA SAYS...

IT HAS TO BE
HEINZ
ESTD 1869

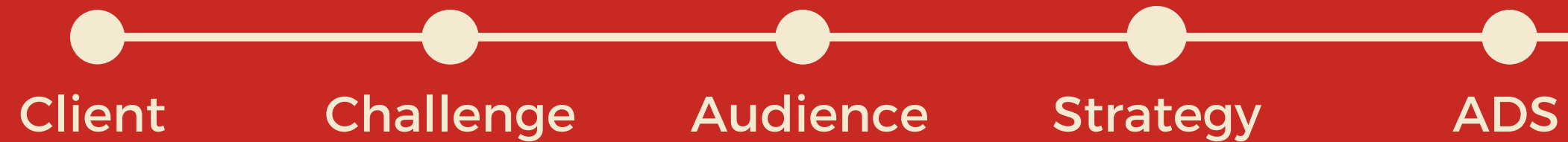
Heinz

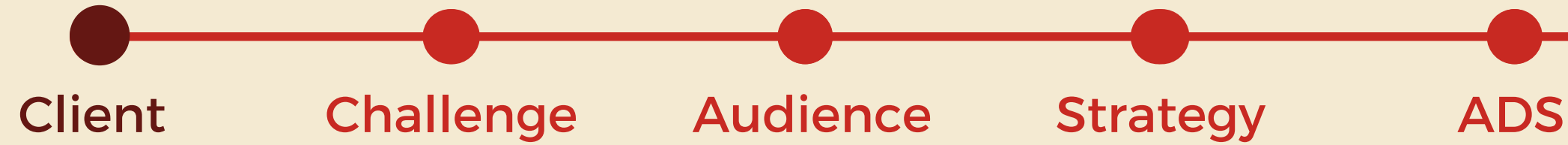
MC 4031

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Something to Think About

“PROTECT THE CONSUMER
BY OWNING THE PRODUCT
ALL THE WAY FROM THE
SOIL TO THE TABLE.

HENRY J. HEINZ



1869



It has to be Heinz

Client

In 1869, Henry J. Heinz began selling pickles, vinegar, horseradish and a variety of other sauces near Pittsburg, PA. He made sure to use clear bottles so the consumers could see the quality of his products. In 1876, Heinz began to manufacture catsup, which we know today to be ketchup. The Heinz name became well-known due to their success handing out pickle pins and free samples at the 1893 Chicago's World Fair. The famous "57 Varieties" slogan was coined in 1896, and H. J. Heinz chose this number because he thought 57 sounded like a lucky number. Heinz became the only food manufacturer to support the Pure Food & Drug Act in 1906, and this inspired other companies to maintain quality within their factories. In 1937, demand for Heinz Ketchup became so high, large operations were built in order to supply it. Heinz's classic glass bottle was introduced in 1948, and their ketchup is still packaged in this same design.



Client

As of 2020, Heinz is still flourishing. Within the past few years, Heinz has continually grown its product line. In 2015, Heinz launched their own mustard that includes 100% natural ingredients. Heinz released their line of BBQ sauces which were inspired by iconic BBQ regions across the United States of America. Sauces within this line include Kansas City BBQ sauce and Kentucky Bourbon BBQ sauce. Heinz introduced their Heinz Real Mayonnaise made with 100% cage-free eggs in 2018. Heinz also released a new item named MayoChup in 2018. This product combines their Heinz Ketchup and Heinz Real Mayonnaise. Since their release of MayoChup, Heinz now offers other combinations such as Mayomust, Kranch, Mayoracha and Honeyracha.



Challenge

Our challenge is to celebrate the 150th anniversary of Heinz and spark the next 150 years of brand love. We must also use the brand tagline 'It has to be Heinz' and facilitate a conversation between the past and the future. Another goal is to introduce a new audience to Heinz while making existing brand lovers feel confirmed in their behaviors.

Another challenge is to stem away from using a concept of nostalgia and focus on communicating why Heinz deserves to be chosen for the next 150 years.



Audience

Heinz is a staple brand in everyone's kitchen dating back to the 1870s. Because of Heinz's long history, we are showcasing why Heinz has remained relevant to the older generation while simultaneously attracting newer generations. Our campaign will market to the millennial age which consists of 23-38 year olds. By introducing a new target audience, our campaign will appeal more towards that age demographic by including newer marketing tactics. This campaign will also target our existing brand lovers that are a part of Generation X, who are individuals ranging from 56-76 years old. The use of our slogan, "Grandma says...It just has to be Heinz" and "Our family says...it just has to be Heinz" will highlight our consumers that have been brand loyal with Heinz. Having that connection between two contrasting generations will answer our challenge of including the past and future.



Strategy

Insight

Given our challenge and target audiences, we are emphasizing the brand credibility that Heinz has with the idea we generated. Our inspiration for going in this direction came from brainstorming for our mind map. One branch of our mind map focused on Heinz 150 year anniversary which led into the idea of heritage and then family heirlooms being passed down for generations. Some heirlooms we listed in our mind map were furniture, necklaces and class rings. In the same sense as a family heirloom, we think that including Heinz bottles with the family heirlooms will accurately show this brand's loyalty and credibility. For several generations, Heinz has become a preferred brand for many American families. With this approach, we will reach our existing customers as well as appeal to new customers. With this approach, new customers will understand Heinz's position within this industry.

The Big Idea

Our big idea is to connect the heritage behind Heinz with the current and future generations. This campaign allows the company to reach a global audience because it can be altered to include cultural aspects such as family recipes or family heirlooms in each culture. The slogan "It has to be Heinz" allowed us to see that it has to be Heinz because it always has been for the last 150 years. We built off this slogan by incorporating "Grandma says..." and "Our family says..." to target the idea of passing down history. Through this campaign, we capitalize on the heritage behind Heinz but also build on the relationship between two generations: the old and the new. Each medium targets one audience more than the other, but the ads are versatile enough to target the other. Each ad includes a piece that connects the Heinz heritage such as a recipe or the glass bottle. Through the different ads, the audience is taken on a story of remembrance within the Heinz family and theirs.



Strategy

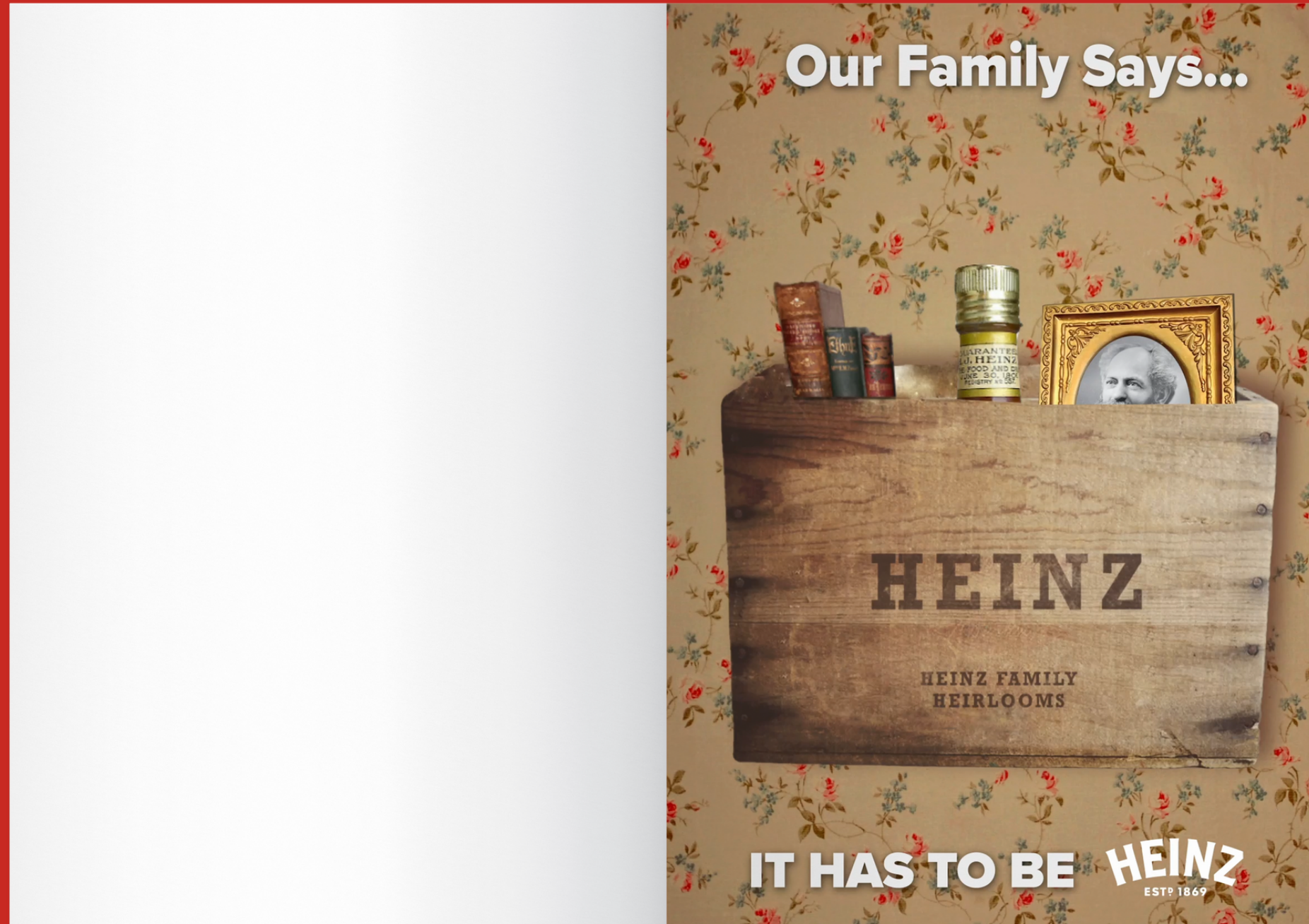
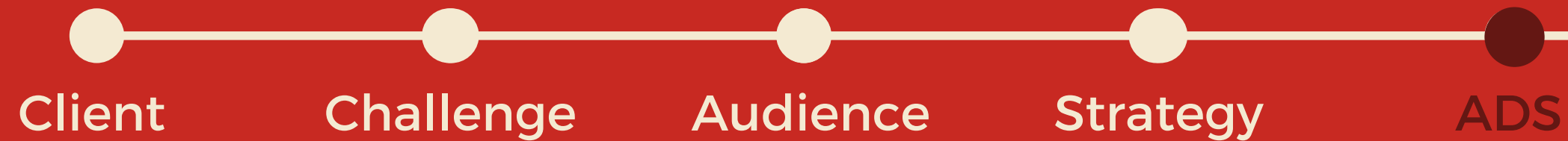
Solution

'It has to be Heinz' focuses on the history and heritage of the Heinz company but not longing to be back in the past by bringing the old and new together to combat the challenge of not focusing on nostalgia.

Having multiple mediums allows us to target our two audiences: the loyal consumers and new consumers. This campaign emphasizes the history of the Heinz company as well as the history of each family through showcasing family heirlooms and tradition allowing it to showcase how far each has come and will continue to go in the future.

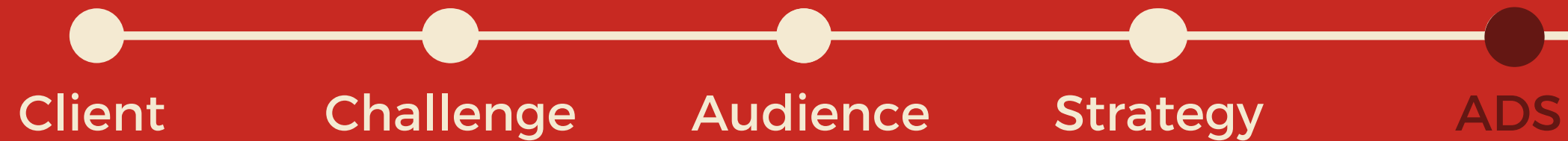


Print



One target audience of ours is generation X who are more likely to read a printed magazine. We have chosen to target generation x with interactive print ads in magazines that are related to food, home, and well-being. This ad stems off the idea of family heirlooms. Allowing the user to interact with pulling the ketchup bottle out of the family heirloom box will give the audience a sense of rememberence on their family history and build brand loyalty with Heinz. It builds brand loyalty because it will allow the user to feel and think: **It has to be Heinz because our family says so.**

Print



This ad also targets generation x and stems off the idea of old family recipes. Allowing the user to interact with pulling the recipe out of the old recipe box will give them a sense of rememberence on their old family recipes and build brand loyalty. It builds brand loyalty because it will allow the user to feel and think: **It has to be Heinz becasue Grandma says so.**

Outdoor

Client

Challenge

Audience

Strategy

ADS



For our outdoor advertisements, we will use posters to advertise to our younger target audience. These ads will be placed in cities with large amounts of younger, working millennials. The outdoor ad features a wall of family pictures and in the center is a Heinz bottle placed in a shadowbox. The copy reads, "Our family says... It has to be Heinz."

Outdoor

Client

Challenge

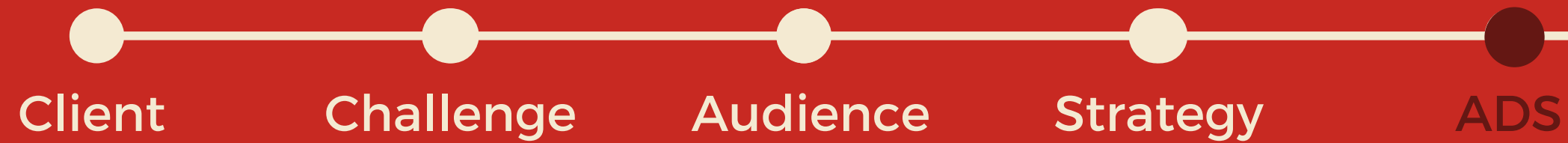
Audience

Strategy

ADS



Extension



The commercial advertisement will air through TV and Youtube ads. By using a commercial, this will successfully reach a high number of our target audience. In the storyline, we are portraying a grandma who is walking through her house while showing old pictures and heirlooms. It will transition into her making an old recipe while using Heinz and saying the tagline, “Grandma says, It has to be Heinz



Extension

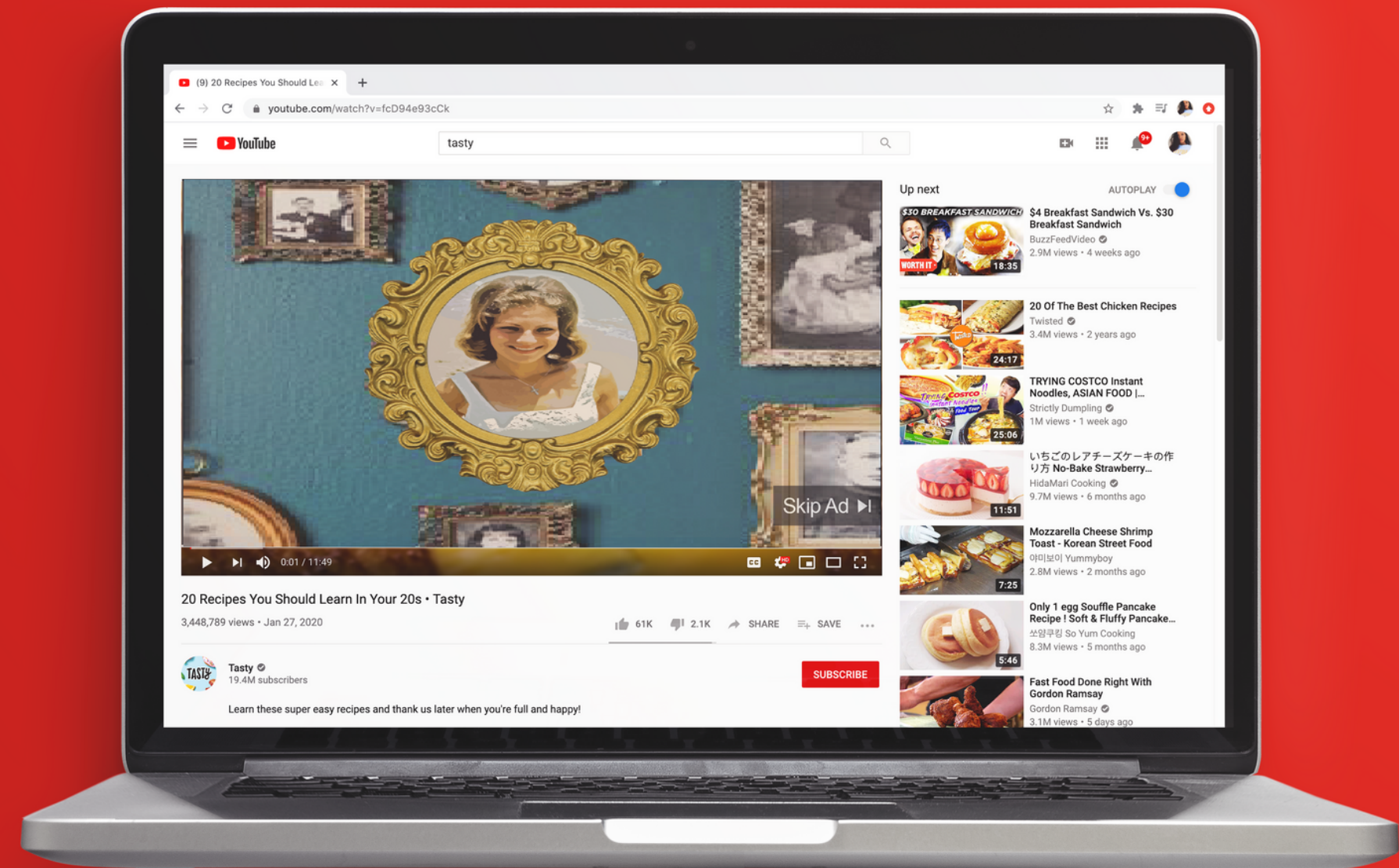
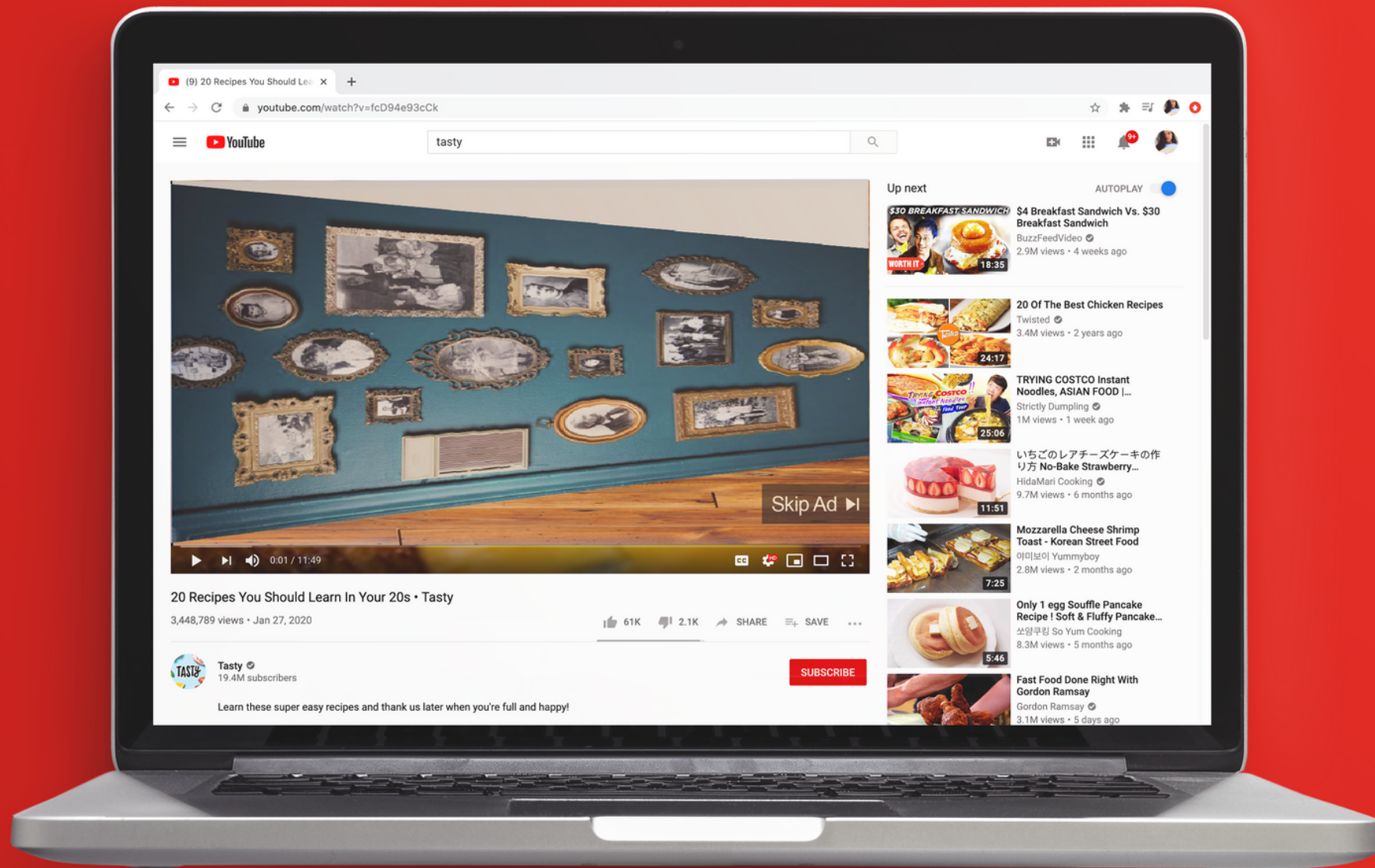
Client

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ADS



Extension

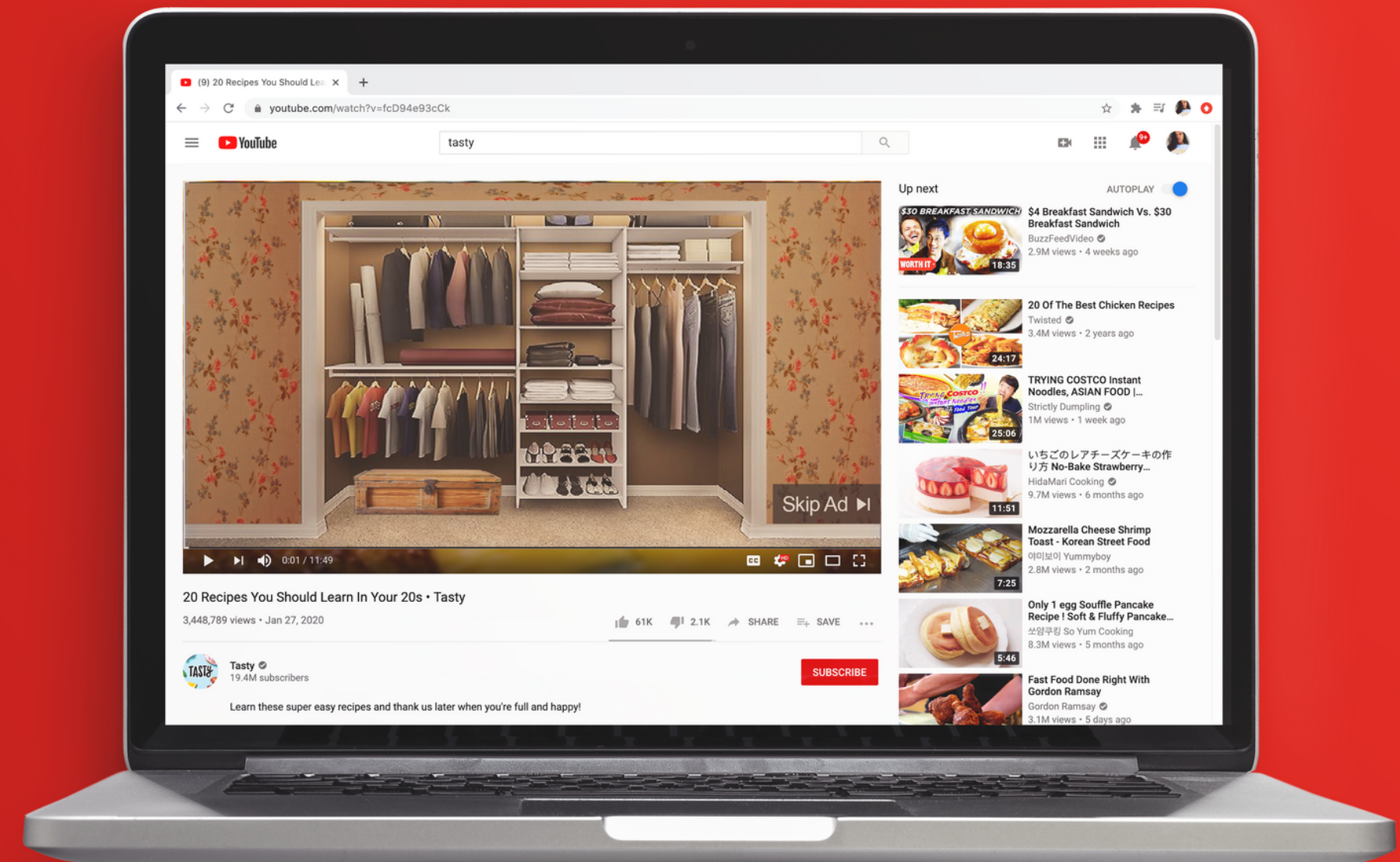
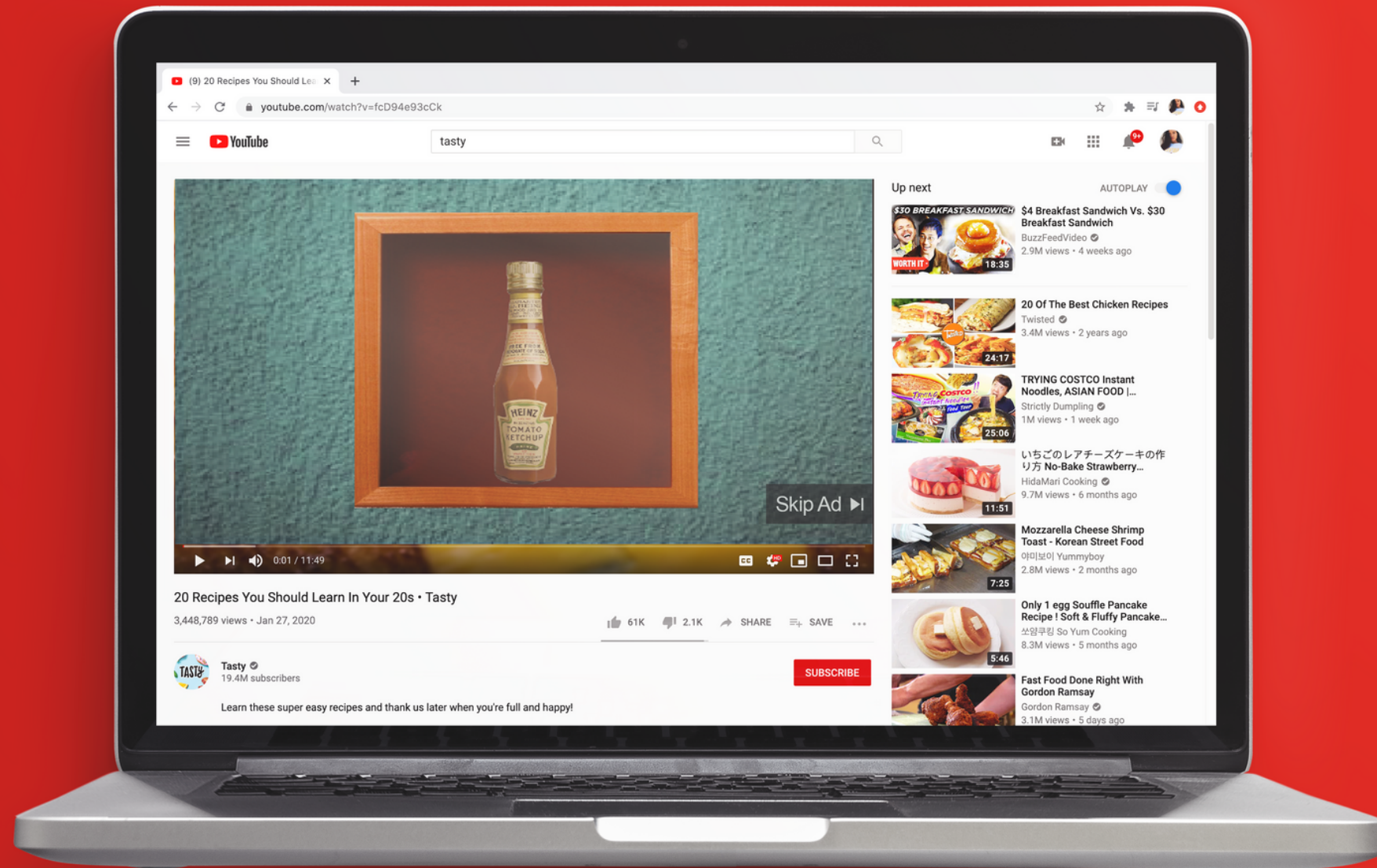
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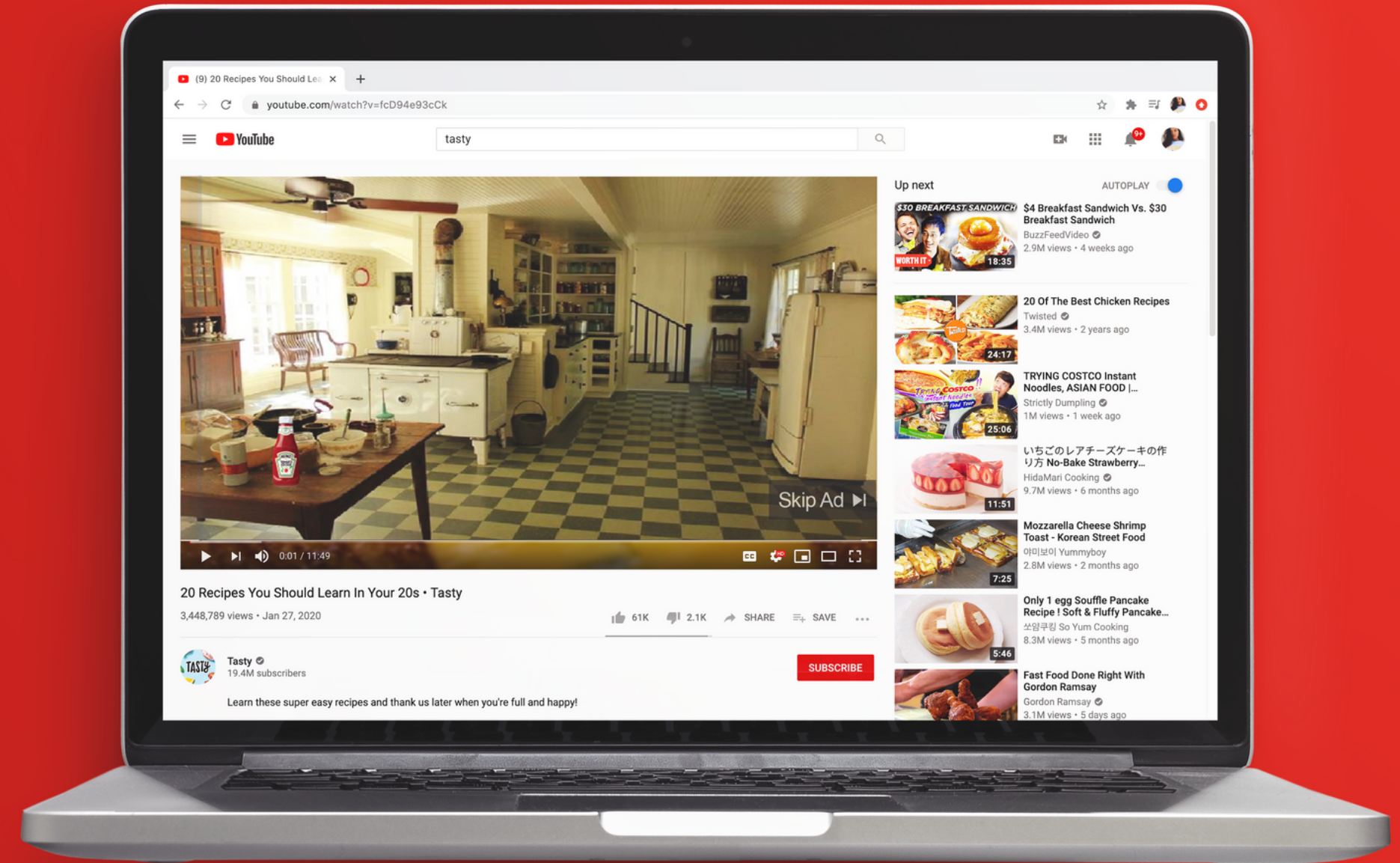
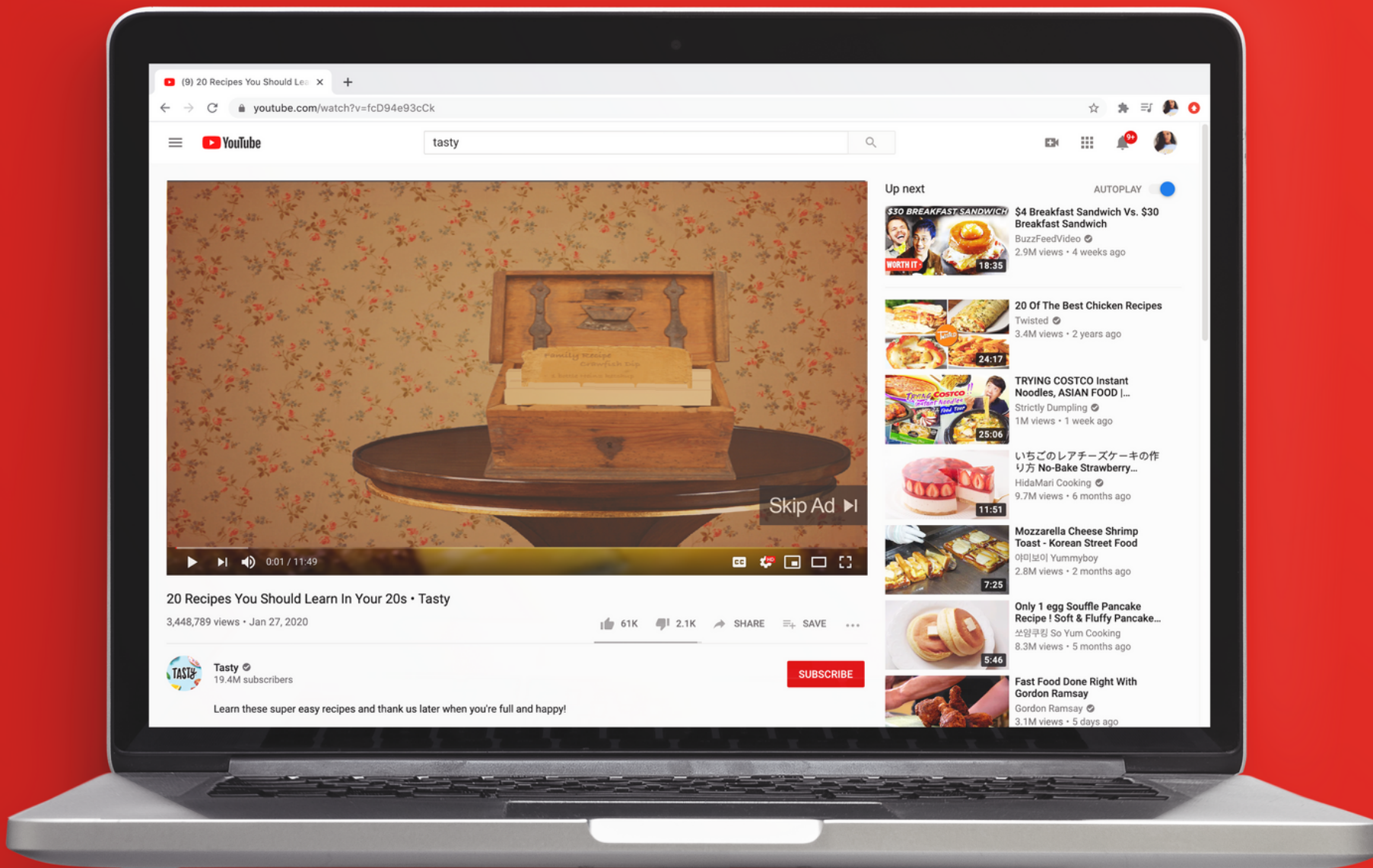
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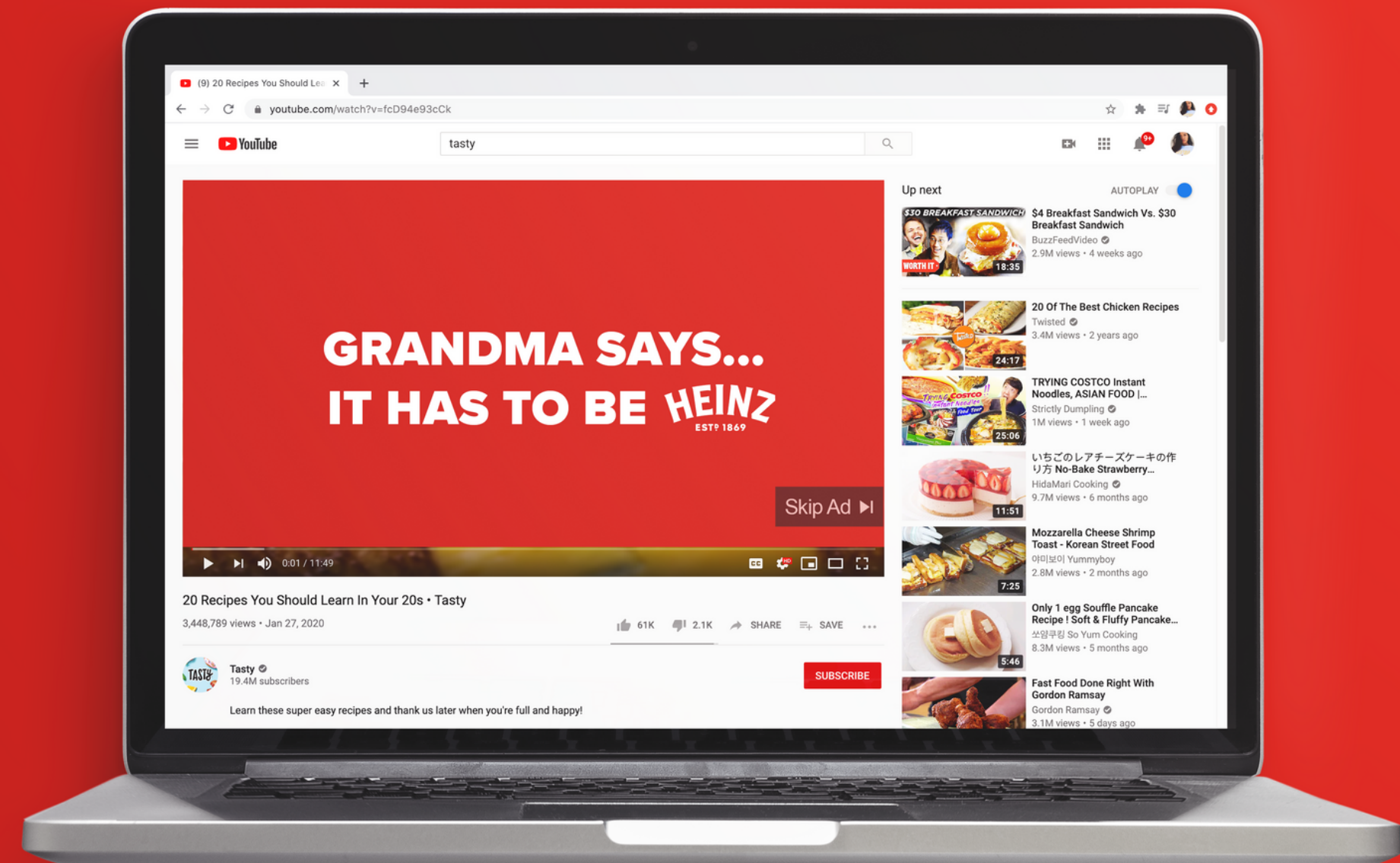
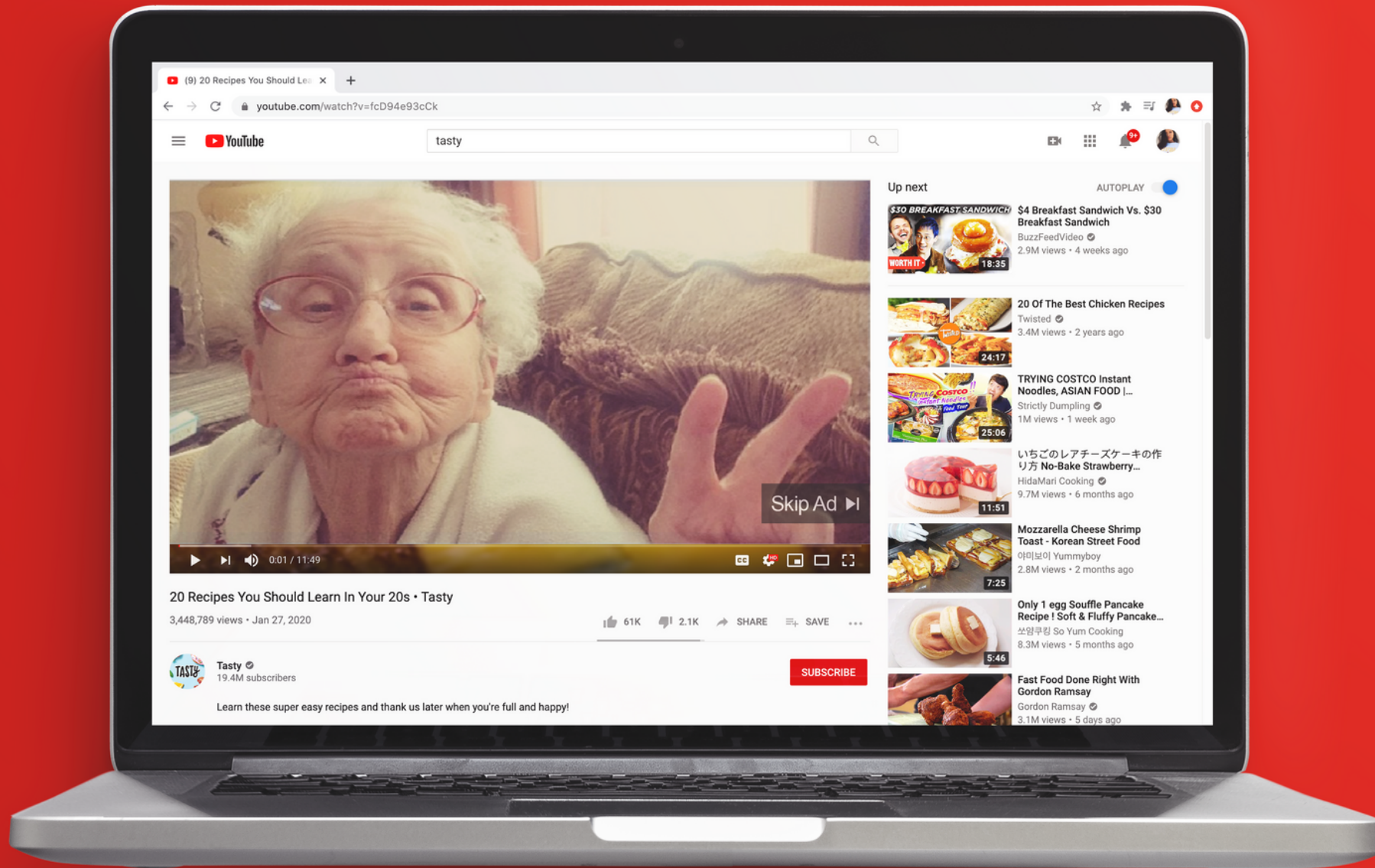
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Challenge

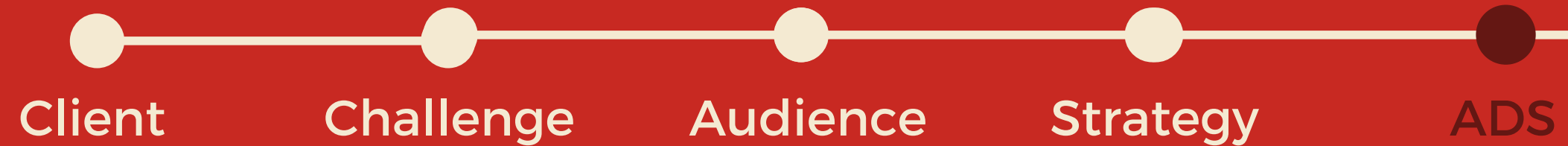
Audience

Strategy

ADS



Extension



A fun and trendy way to receive more engagement from the younger generation is by creating an augmented reality game through Snapchat. Our idea takes inspiration from Pokemon Go and Snapchat's Easter hunt that became a viral hit among the younger generations. This new feature will attract our younger demographic who use Snapchat frequently. There will be coupon incentives for those that reach a certain amount of points. The person who finds the most Heinz bottle will be rewarded free Heinz for a year.



It has to be HEINZ
ESTD 1869
because it always has been.