





01

HEINZ
SINCE 1869

"TRIGGER THE TASTE" CAMPAIGN

PRESENTED BY
ANVI AND ARIELLE

Summary of Campaign

- January 2025 made “Trigger the Taste” campaign
- Heinz UK partnered up with Wieden+Kennedy
- OOH billboards that have part of Heinz’s iconic slogan, “It has to be…” but instead of finishing the line with the brand’s name, they switch the last word with a food item that goes well with a Heinz product
- Simple and familiar designing causes people to recognize that it’s Heinz





Overview

Heinz is a 153-year-old-brand, renowned for its condiments, most notably its flagship product — the Heinz Ketchup.

As a legacy brand, the company must stay relevant and maintain a high consumer affinity and recall.

Between 2017 and 2022, the market research firm Mintel estimates that over 14,000 new sauces, dips, and condiments were introduced into the US market.


TRUFFLE
HOT SAUCE
Truff
Truffle
Mike's
HOT
HONEY
INFUSED WITH CHILIES
McILHENNY CO.
TABASCO
BRAND
PEPPER SAUCE
TEXAS PETE
ORIGINAL
Hot Sauce
HOT
SAUCE
LET'S DO THIS
TACO BELL
HOT SAUCE
TRUFF
SRIRACHA HOT CHILI SAUCE
ORIGINAL
CHOLULA
HOT SAUCE
FLY BY JING
HOT TRADITIONAL. NOT PERSONAL.
ZHONG SAUCE
A SWEET AND SAVORY HOT SAUCE THAT YOU WILL FIND YOURSELF PUTTING ON EVERYTHING
FRANK'S
RedHot
ORIGINAL
YELLOWBIRD
HABANERO
ORGANIC HABAÑEROS, CITRUS & GARLIC BLEND


HEINZ
ESTD 1869

Strategy and Target Audiences

New Parents

- Millennials and older Gen Z ages 26-40
- Lives in the UK
- Have used Heinz products frequently as a staple & wish to introduce these to next generation

Loyal Heinz Consumers

- People ages 30-70
- Lives in the UK
- Have grown up with Heinz products in their households
- Enjoy’s Heinz’s products as a staple and value it for the nostalgia it offers.

Messaging and Storytelling

Core Message

At the core of this campaign lies the powerful idea that certain food pairings are deeply ingrained in our minds—***combinations so iconic that they feel incomplete without the perfect complement.***

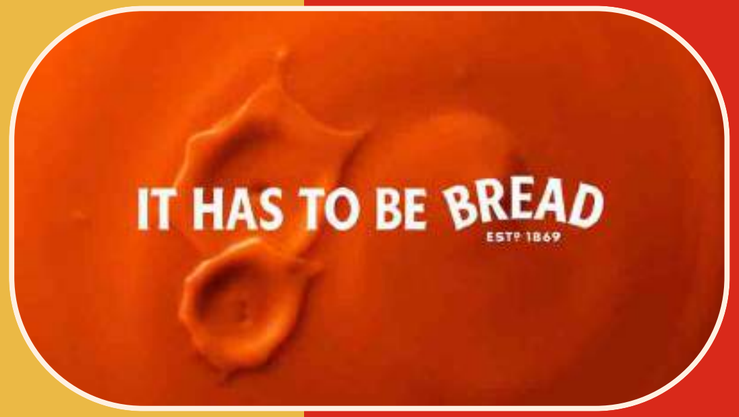
Heinz is the **missing piece** that completes your favorite food!

The Campaign Idea: Triggering the Subconscious

- Certain foods are instantly linked in our minds.
- Ketchup → Fries | Heinz Beanz → Toast
- No need for over-explanation: the connections are instinctive.



Physical and Emotional Elements









For this Heinz campaign, the company used both physical and emotional elements of the brand to tell their core messages.

Hidden Emotional Elements

- Nostalgic brand. 156 years in the market
- Meals and gatherings with friends and family

Campaign Elements

OOH ACTIVATION

First launched in the UK and then rolled out to other key markets in Europe.

High traffic areas like bus stands, train stations and market squares.



ENTICING FOOD VISUALS

Uses high-quality, mouthwatering imagery of British classics and staple food items like Beans and soups.

Marries food with culture, making Heinz the brand that completes your favorite comfort foods.



Campaign Elements

NO LOGO? NO NAME?

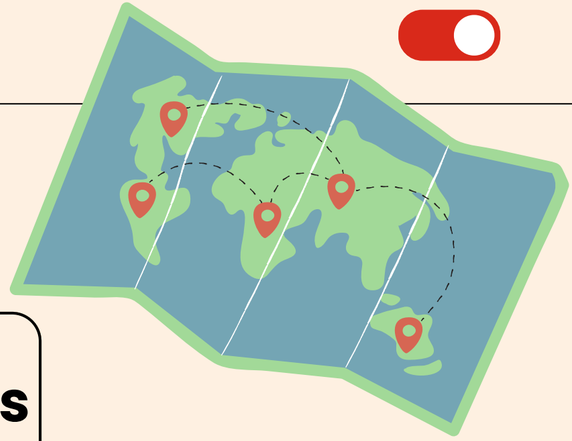
- Spin on the long-running ‘It has to be Heinz’ campaign.
- Iconic and instantly recognizable status of HEINZ and its logo!
- Invokes the high brand affinity and nostalgia of the brand as people recognize Heinz from the logo’s arch and slogan through subconscious association.
- Absence invokes presence!
- Pre-launch testing found 70%+ consumers recognised Heinz as the brand behind the ads





Critiques & Suggestions





Social Media

The campaign was only Out of Home billboards. It would have more exposure if it were to be on social media

Different Countries

Have the campaign run in different countries with different foods that can be enjoyed with Heinz products

Interactive

The campaign could’ve amped up consumer engagement by asking for their favorite Heinz pairings, engaging online, and highlighting organic customer support.

Thank You!

QUESTIONS OR COMMENTS?

