



Brief set by
Heinz

In collaboration with
Paul Edwards

Celebrate 150 Years of 'It Has to Be Heinz'

Related Disciplines

Graphic Communication
Graphic Design
Communication
Illustration
Animation
Advertising

Deadline

20 March 2019, 5pm GMT

The back story

Burgers...fries...hot dogs – all utterly unimaginable without a thick, rich dollop of Heinz ketchup. In homes and restaurants around the world, there's simply no other choice when it comes to ketchup: 'It has to be Heinz'.

Heinz began in America back in 1869 and has grown to become one of the world's most loved brands for 150 years this 2019.

What's the challenge?

Condiments are never the star of the show: they're what goes on the side.

To continue as the most chosen brand, Heinz needs to establish itself as the main event. How can Heinz convince people that their favourite foods can only be enjoyed with their favourite ketchup?

Celebrate the 150th anniversary of Heinz, and spark the next 150 years of brand love. However you chose to communicate, your designs should:

- use the brand tagline 'It has to be Heinz'
- facilitate a conversation between the past and the future

How can you introduce a new audience to Heinz – and make existing brand lovers feel confirmed in their behaviours because they're seeing things they already know but in a new light? How does Heinz ketchup remain the chosen one?

Who are we talking to?

Heinz is an everyday brand for everyone. Create something that makes Heinz as relevant for the new generation as it has been for previous generations.

Things to think about

How to create something that works now

Your idea must be able to happen in 2019 as this year marks the 150th anniversary for Heinz. So steer away from longer-term ideas such as film campaigns and label or packaging redesigns.

How to be global

Your idea must be suitable for a United States market, but can also be rolled out across the globe.

How to use shapes and rituals

Heinz uses established icons in product shapes and designs (eg. their 'keystone' logo and ketchup bottle shape), and the rituals involved (eg. smacking the bottom of the ketchup bottle). How can you use the power of these to show that, even after 150 years, Heinz still offers taste and quality for today's generation?

How to reflect the brand

Make sure you follow the brand guidelines. See further information pack.

The important stuff

Your idea isn't about nostalgia, but about communicating why Heinz ketchup deserves to be chosen for the next 150 years.

You're unlikely to spark a conversation by using a single medium. How could your idea work across a range of media (and countries)? For example, how could a poster work with social media? Feel free to include posters, OOH, point of sales, online media, etc.

You must include the brand strapline, 'It has to be Heinz'.

What to submit and how: Read *Preparing Your Entries* before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); **physical** supporting material; if your mainpiece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).