

Heinz TK 'Win a Mini'

Heinz Tomato Ketchup had long been the market leading premium sauce brand and had traditionally driven the sauce sales sector.

In 2006 Heinz Tomato Ketchup suffered a decrease in market share following the launch of a competing product from a rival brand trading on it's strengths in another category.

Heinz looked to protect its premium position with consumers via ATL and BTL strategies, emphasising the brands heritage and key USP's.

Objectives

- To create an opportunity for consumers to reappraise Heinz Tomato Ketchup.
- To increase consumer understanding of Heinz's commitment to premier ingredient selection.
- To extend and amplify the ATL messaging (Heinz Tomato Ketchup only select 'five star' tomatoes) and communicate the products unique selling points BTL.
- Increase sales.

Strategy

- To target consumers, by creating an experience that could deliver a visually commanding contact point and utilise venue space in the most stimulating and interactive manner.
- To develop bespoke event and communication tools, with innovative branding solutions to drive key product messaging.
- To use a competition format that made consumers reference the product proposition, and return to fascia to handle the product.

The Campaign

Branded Mini's, with giant Heinz Tomato Ketchup bottles attached to the roof travelled throughout England and Wales and targeted consumers at trade venues.

Consumers over 18yrs could enter a competition to win a 'Mini One', by guessing the amount of plastic tomatoes in the giant Tomato Ketchup bottles fixed to the Mini's sited at the venues.

Consumers had to reference fascia and handle the product in order to gain the answer to the tiebreaker question, which could only be gleaned from the product itself.

The nature of the question also served in emphasising the products' key ingredients.

Once completed, competition entries were then handed in to our teams, and a Heinz retro promotional giveaway and MONP coupon were distributed.

Target Audience

- Household budget holder • Impulse purchaser • Brand shifters • Own label buyers • Brand loyalist

Results

Average daily uplift vs. same day last year 125.9% (Week 1: 150.00%, Week 2: 130.60%, Week 3: 97.00%)

Average uplift vs. daily average (4 weeks prior to activity) 111.2% (Week 1: 113.10%, Week 2: 113.10%, Week 3: 107.30%).

By showing a good understanding of the environment and developing an experience that was simple and delivered one clear message, the team were able to positively affect brand perception and reinforce the products' unique attributes.

Through Heinz product training, the team were able to educate the consumer and drive awareness of the premier ingredients only used in Heinz Tomato Ketchup.

The innovative visual proposition immediately suggested that the product was made from one key ingredient that has strong health credentials and unique taste attributes.

The competition was easily understood and executed, in line with amplifying the ATL theme, and delivered ROI through simple ideas to focus consumer understanding and drive purchasing.

