

Heinz

Heinz Ketchup Puzzle

Date of implementation or launch (6 words)

May 5, 2020 - May 22, 2020

Describe objectives and any challenges (145 words)

Heinz Ketchup is a globally iconic brand that's long been a staple in Canadian households. That said, it's seen its fair share of challenges from new category entrants. As a result the brand started to see brand affinity scores decline as competitors stole share. For the first time Canadians were questioning whether Heinz was for them.

Our objective was to re-ignite an emotional connection with Heinz in a culturally relevant way to bolster consumer loyalty. We sought to stay top of mind by instigating chatter across social and reinforcing our iconic status as Canada's #1 Ketchup.

To do that we needed something that would remind Canadians that Heinz Ketchup is *the* original. The challenge that stood in our way was how to play up our status without leaning into nostalgia. We needed something that would spark a conversation and insert Heinz into the cultural zeitgeist.

Describe how you arrived at the insight and resulting concept (121 words)

Unfortunately, our challenge became harder in 2020 as a result of the COVID-19 pandemic. Borders closed, non-essential work was halted, and the economy spiraled. As a result most brands paused advertising or communicated somber messages of support. In order to break through we knew we needed something different.

A quick search online revealed that search traffic for puzzles was up 112% with people looking for ways to pass the time. With all non-essential workers at home this classic pastime re-emerged, showing up prominently in social feeds. This was good news for Heinz Ketchup - famously slow to pour, their flavour is worth the wait, just as puzzles are worth the wait to solve. We decided to use this opportunity to our advantage.

Describe execution (134 words)

To bring this to life we designed a puzzle of our own, with 570 pieces, all identical ketchup red, and stylized with H pieces, resulting in 'the world's slowest puzzle.' This puzzle was designed to provide consumers with a much needed light-hearted passtime.

We started out by giving away 57 puzzles to ketchup lovers in 17 different countries. All people had to do to win was comment on our post, telling us who they wished they could finish it with.

We picked 57 winners (per country) to reward, and encouraged them to share their progress with us on social.

Responding to demand, we made the puzzles available for sale online in Canada and the US. The 7,000 puzzles sold out within a week, raising \$25,000 for Food Banks Canada and Feeding America.

Impact results and impact (93 words)

The puzzle was an instant hit, appealing to consumers across all 17 countries and generating buzz worldwide. It received over 1,000 pieces of earned coverage, and 1.25 billion earned impressions, resulting in \$22,439,959 in earned publicity. Notable programs such as The Today Show, ABC World News, and The Tonight Show were among the many to pick it up. All of the publicity paid off as we saw household penetration increase by 2.9pts and brand love increase by 5pts. And best of all, sales are up +17.9% YTD.