

WE DROVE TRUST AND REINFORCED LOYALTY FOR HEINZ

Heinz is home to the world's most beloved ketchup. It's a thick, rich sauce unlike any other, which is why we've long said, "It has to be Heinz." Heinz partnered with OUTFRONT to reinforce their brand loyalty and show restaurants that while there are other ketchups, none of them can replace Heinz.

STRATEGY & TACTICS:

- **Strategically Placed:** With a multichannel campaign, including big, bold IRL, Heinz strengthened consumers love for the brand in New York City. The digital ads dominated NYC's subway, reaching busy, on the go commuters.
- **Creative Excellence:** The campaign leaned into establishing Heinz as the most loved ketchup by calling out restaurants guilty of "Ketchup Fraud." The DOOH featured caught-in-the-act style assets and a twist on their tagline, "Even when it isn't Heinz, it has to be Heinz."
- **Client Success:** The campaign drove 92% positive sentiment, exceeding the social engagement rate benchmark by 128x which brought to life hundreds of stories that confirmed first-hand experiences with "Ketchup Fraud." Heinz also gained 33 new accounts, including re-signing Boston's iconic Fenway ballpark, and increased sales by 8% from the previous year.



RESULTS

92%

POSITIVE SENTIMENT

128X

SOCIAL ENGAGEMENT RATE BENCHMARK

+8%

INCREASE IN SALES FROM YEAR PRIOR

SOURCE: CANNES LIONS

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.FDAFDA