



EVERY
CHAOS
NEEDS A
STARTING
POINT

HEINZ
ESTD 1869

presented by The CatchUp Agency



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Yet among Gen Z,
ketchup is still often
associated with **rigid**,
inherited uses from
previous generations.



**THIS GENERATION
EVOLVES IN A WORLD OF
EMBRACED PARADOXES**



They want to **eat healthier** while still consuming fast food, **live better** without necessarily consuming less, **save the planet** while continuing to travel.

HEINZ
ESTD 1869

They don't want
to follow recipes



They want to
remix them and
make them their
own **newstalgia**

INSIGHT



“Chaos Cuisine” rejects perfection in favor of food hacks

57%

of Gen Z
likes to mix
toppings

65%

likes
comfort
food

...and
x4,7

prefer
savor over
healthier

They are not seeking dietary perfection, but rather an **emotional justification for their indulgences.**

Chaos is an energy to be channeled.

Gen Z is hard to seduce...

Gen Z rejects polished corporate aesthetics

2,4x

Authenticity, transparency, and imperfection convert at 2.4x the rate of traditional brand messaging

They need authenticity and trust

44%

Authenticity and transparency are the first values waited by Gen Z.

They have their own core of design

67%

Bold, expressive typography and high-contrast vibrant colour palettes outperform muted, safe design by 67% in social engagement

**CHAOS
DOESN'T
MEANS NO
RULES OR
GUIDELINES**



**WE NEED IT
ACTUALLY**

**SO HEINZ NEED
TO ADAPT
(NOT TRANSFORM)**



**SO HEINZ NEED
TO ADAPT
(NOT TRANSFORM)**



**A LITTLE BIT
THEIR IDENTITY
TO BE MORE
PERSONAL**

THAT'S WHY
IT HAS TO BE
MORE THAN A
CAMPAIGN



IT HAS TO BE

**A NEW TERRITORY OF AN
AUTHENTIC EXPRESSION**



IT HAS TO BE

**A NEW TERRITORY OF AN
AUTHENTIC EXPRESSION**

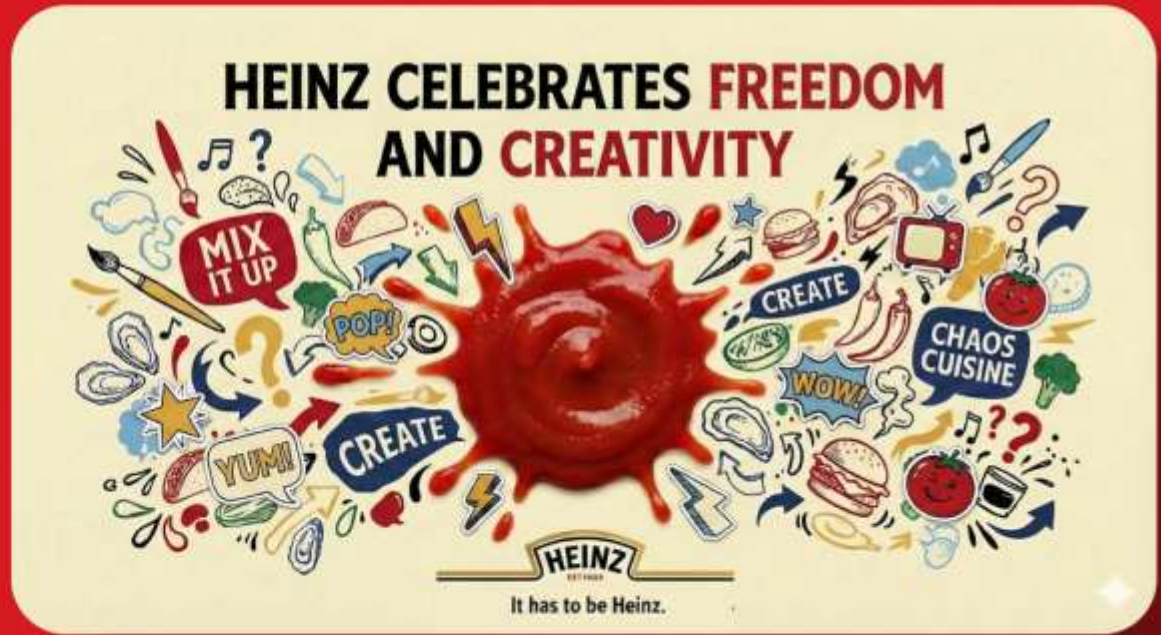
**STILL WITH HEINZ'S TON OF
VOICE WITTY AND CONFIDENT**

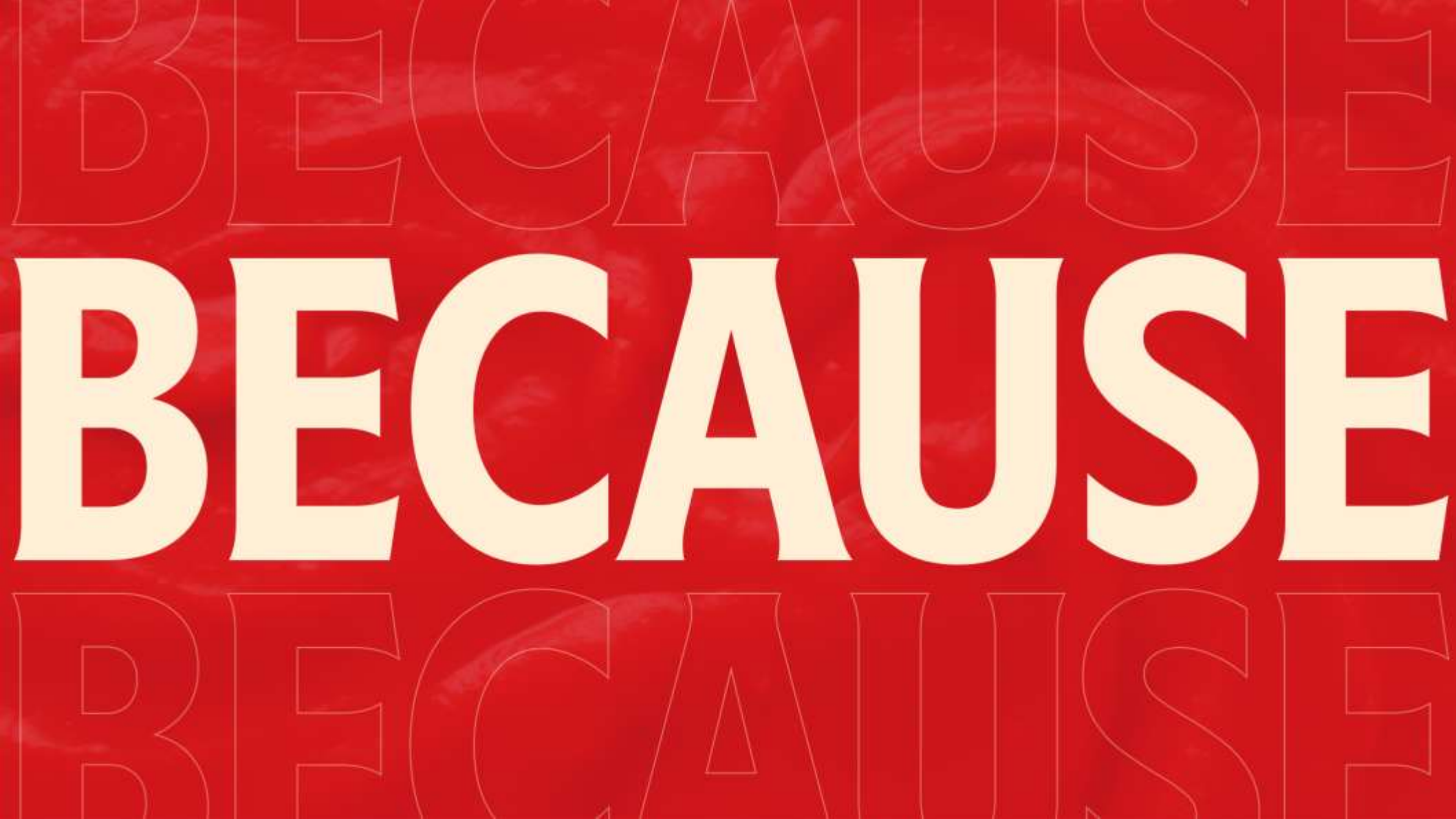


**THIS
CAMPAIGN
WILL BE
THE
STARTING
POINT**

**THIS
CAMPAIGN
WILL BE
THE
STARTING
POINT**

OF THIS NEW GEN Z COMMUNICATION TERRITORY





BECAUSE

The image features a central, large, red, glossy splatter shape that resembles a splash of sauce. Inside this splatter, the text "EVERY CHAOS NEEDS A STARTING POINT" is written in a bold, white, sans-serif font. The background is a dense, colorful collage of various stickers and icons. These include food items like pizza, burgers, tacos, and fries; pop culture references like a "POP" sign and a "BREAKING" news banner; and a wide variety of emoji faces showing different emotions like happiness, surprise, and playfulness. The entire composition is set against a white background with scattered red splatters and dots, creating a sense of dynamic energy and chaos.

**EVERY
CHAOS
NEEDS A
STARTING
POINT**

FROM JUST A DIGITAL CAMPAIGN TO A **ENTIRE** **CULTURE SYSTEM**

- ✦ We didn't change the brief. **We made it stronger.**
- ✦ Campaigns are moments. **Culture is continuous.**
- ✦ Because we don't want to fake it. **Heinz is authentic**
- ✦ It has to be Heinz. **By creating this we take the ownership of chaos cuisine**

CHAOS CUISINE IS NOT A TREND. IT'S A BEHAVIOR

THE 6 COMMANDMENTS OF CHAOS

- 1** Heinz is where it begins. Heinz is the base, from here, the chaos begins.
- 2** Forget the rules. Nothing is wrong when Heinz is in play.
- 3** Make it yours. Play, experiment, push the limits. This is Chaos Cuisine

- 4** Let the Chaos Happen. Unexpected is where the fun lives.
- 5** Ketchup is your guide. Heinz brings flavor, freedom and fun.
- 6** Share the moment. Chaos is better when it's seen.

GUIDELINES OF THIS TERRITORY AND CAMPAIGN

STICKERS



UI LAYERS



COLORS



TIPOGRAPHY

**HEINZ
LABEL
FONT**

NEON VIBE



PRODUCT AT THE CENTER



GEN Z TERRITORY OBJECTIVES

1

Install Heinz in the GenZ's culture and habits.

2

Drive conversation and be at the center of co-creation

3

Be owner of this chaos cuisine culture

4

Generate strong engagement and brand preference

CAMPAIGN OBJECTIVES

1

Strengthen Heinz's cultural relevance among Gen Z.

2

Increase brand preference and purchase intent

3

Position Heinz as a stable base for every creation.

4

Generate strong online engagement that drive offline experience.

FROM

**A SOLID
FOUNDATION
AND ICONIC
PRODUCT**

TO

**PERMISSION
TO CREATE
AND REMIX
LIKE THEY
WANT**

WHY

Because Gen Z like remix everything (chaos). They reject rigidity and outdated practices. They want to create without limit, they want to be free and they also want to be the heart of brand creation and conversation.



WHAT

CHAOS COOKBOOK

The masterpiece of this campaign.
Created by Gen Z for Gen Z

The community, selected and voted on
through online culinary challenges.



WHAT IS INSIDE?

25 of the best recipes :

10 from influencers with a big community
(+200K followers)

15 selected from the most votes on the
websites and likes or share on social
media (UGC)



#1

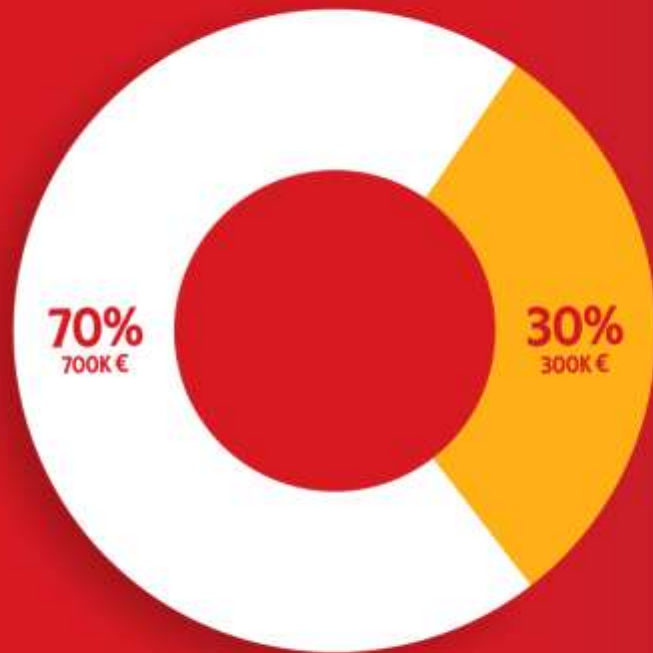
ENGAGE IN
DIGITAL



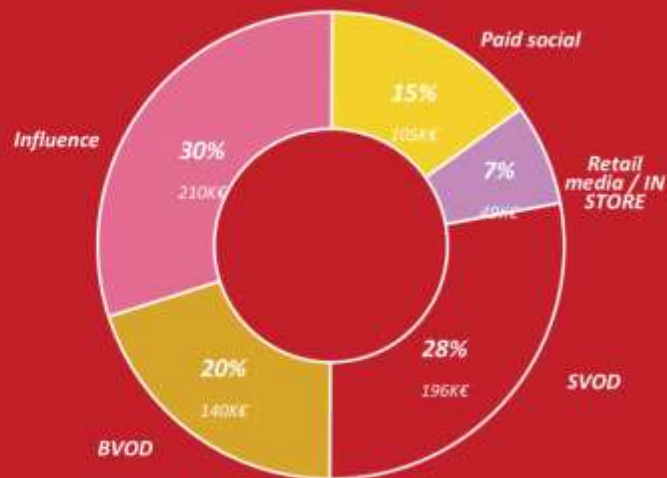
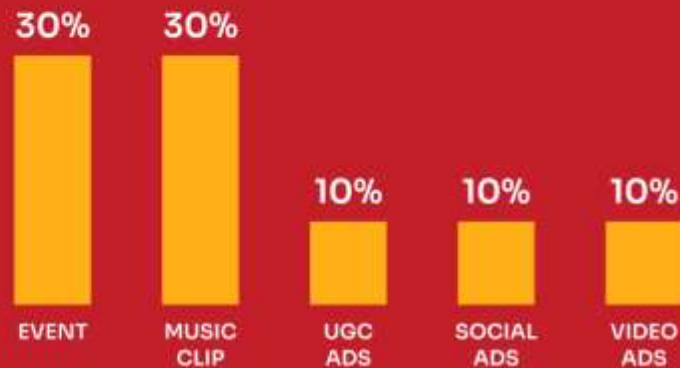
#2

TO BRING
PEOPLE IRL

SPLIT PRODUCTION / MEDIA



 MEDIA
 PRODUCTION



PHASING

LET'S CELEBRATE



The starting point on June 21th

The base of our campaign to reach as much GenZ as possible across multiple touch points thanks to a viral music clip with a famous artist and a lot of short videos that will flood Internet and social media.

LET'S CREATE



Engage GenZ through a culinary challenge on social media

The heart of our campaign to make it more viral and deploy faster with less budget. Heinz will have a particular place to make this campaign conversational

LET'S BE FREE



Make an event to celebrate creation and freedom

Our final dish, the cherry (with Ketchup) on the cake. The chaos event to celebrate creativity, freedom and ketchup.

HEINZ MANIFESTO : FREE YOUR CREATIVITY, BE BOLD, BE UNCONVENTIONAL, BE FREE

They kept trying to put us in a box.
Red. Classic. Predictable.
"With fries." "With a burger."
"This way and no other."

You didn't reject ketchup.
You rejected the idea that a sauce should tell you who you are.

Because your generation doesn't eat "proper."
It eats real. Real like a fridge raid at 2 a.m.
Real like a remix made without permission.
Real like an identity that blends codes, cultures,
flavors—then turns it into strength.

You live in Chaos Cuisine.
And in chaos, you don't look for rules. You look for a spark.
Every chaos needs a starting point.

not the sauce that
"finishes" your plate, but the base that starts your idea.
Heinz isn't a set of instructions. Heinz is a blank canvas.
A solid foundation so everything else can be wild.
Heat that hits. Sweet that surprises. Smoky, tangy, creamy.
A taste of the whole world in a single spoon.

Mix it. Go for it. Mess it up. Do it again. Make someone try it.
Film it. Share it. Turn your "weird" into your signature.
Because your parents inherited nostalgia.
You create it. Your sauce isn't a memory.
It's a statement: "I choose, I combine, I create."
We're not here to tell you how to eat.
We're here to say: do it.
Heinz, it has to be you.


It has to be Heinz. It has to be You.

LET'S CELEBRATE

All start with our manifesto, a declaration from our heart, with authenticity, no bullshit, we talk real here, as always.

It's an anthem to this generation, brimming with creativity, rejecting the codes of previous generations and seeking their emancipation.



3 YOUNG AMERICAN
FEMALE RAPPERS WHO
SPEAK MOST TO
GENERATION

This manifesto will be first turned into a summer hit available on YouTube, Spotify and on social media (organic)

From this music clip 3 shorts videos will be create to flood social media (Instagram, TikTok, Twitch, Snapchat YouTube, SVOD platform such as Netflix and Disney + and BVOD (to be more specific to each country)



AND REPRESENT BOTH
FREEDOM EMANCIPATION
AND CREATIVITY AND
OVERALL CHAOS

OUR RECOMMENDATION



Ice Spice

@IceSpice · 3,7 M d'abonnés · 40 vidéos

En savoir plus sur cette chaîne [..plus](#)

[icespice.lnk.to/BigGuy](#) et 5 autres liens

S'abonner

reaction to every
on hot ones
wing 1:
t too spicy...



4-3-29

every wing on hot ones 🍷🔥 #icespice

plus



how Ice Spice cracked
the content code



531



24



428



83

ruffmusicofficial · 2025-4-29

How did Ice Spice go from unknown to global superstar in just 18

plus

Voir la traduction

AWARENESS



10 DAYS - MEDIA BUDGET: 250K €

GOAL

Launching our "every chaos needs a starting point" campaign targeting Gen Z and starting to make ketchup a staple in their diets.

TARGET

Communities: **Student, gamers, music, food, art**

Age: **18-25**

ADVERTISING FORMAT

Boosted organic + Paid - 3 x 20s short videos

- Instagram : Stories + Reels
- YouTube : Preroll + Demand Gen
- SVOD + BVOD : Preroll
- Twitch : Preroll and InStream
- TikTok : TopView + In-Feed + Brand Takeover

ORGANIC

- YouTube : Music video
- Spotify and Apple Music : Stream on the artist page

GOAL

Media : Reach / VTR / Stream / Engagement

Brand : Brand awareness, ad-recall, purchase intent, brand preference

MAJOR POEM

Paid and organic



PHASE 2 INFLUENCE & UGC

THE SPARK & PROPAGATION

Influencer Kick-off: Gen Z "food rebels" launch solo challenges using the brief: "Heinz is your base, chaos is your rule".

UGC Loop: Fans use #ChaosCuisine, and the official music to join the movement.

Central Hub: Participants link their videos and email address to the Landing Page to enter the official competition and share on their social media to get more chance to be selected.

SELECTION & REWARD

Popular Vote: A dynamic gallery on the Landing Page allows fans to "Upvote" their favorite "Chaos Approved" recipes (One vote every 24h per IP address will be allowed).

Social Scouting: The CM team identifies viral hits in real-time to invite them into the official selection.

Heinz Team: with the help from a « chef » validates the feasibility and taste of the top finalists.

The Prize: 15 winning recipes featured in the Chaos Cookbook alongside 10 influencer recipes, and served for live tasting to attendees at the Chaos Festival.



AWARENESS



10 DAYS - MEDIA BUDGET: 100K €

7 DAYS - INFLUENCE: 300K €

GOAL

Launching our "every chaos needs a starting point" campaign targeting Gen Z and starting to make ketchup a staple in their diets

TARGET

Communities: **Student, gamers, music, food, art**

Age: 18-25

ADVERTISING FORMAT

INFLUENCE

- 5 MACROS / VIP Influencers from TikTok or YouTube or IG
- 10 Micros influencers from TikTok or YouTube or IG

UGC ADS (Ads made from influencer for Heinz to get more participation)

- Social Media : Instagram, TikTok, YouTube
- Netflix on specific program

GOAL

Media : Reach / VTR / Stream / Engagement

Brand : Brand awareness, ad-recall, purchase intent, brand preference

MAJOR POEM

Paid and organic



FOR MORE CHAOS

LET'S BE FREE

Our main event, the one where people will gather to live a three-dimensional experience and attend the release party of the "Chaos cook book"

Focus on one pilot event, if it works it will be easy to duplicate across Europa

One week-end to discover the chaos universe by Heinz

Thousands of people attempting

WHY

Bridging the Digital Gap

Fulfilling Gen Z's craving for authentic human interaction and collective food experiences





WHAT

A Three-Dimensional Creative Hub

- **Gastronomic:** Moving from virtual "Food Hacks" to real-world tasting.
- **Cultural:** A space where chaos is embraced as a form of self-expression through street art and DIY.
- **Festive:** An antidote to social anxiety through an immersive, collective musical experience.

WHO

Core Target: Thousands of Gen Z (ages 18–25) online challenge participants, selected via the landing page.

VIPs: 15 finalist creators, 10 "Chaos Cook-Off" food influencers (macro), and the Chaos Chef.

Amplifiers: Food and lifestyle influencers generating live content.

Official Hashtag: #ChaosCuisine



HOW

Access: RSVP or ticket-based entry unlocked via social challenges, with final check-in via QR code linked to the landing page

EXPERIENCE

Welcome: Red-lit welcome and distribution of the Chaos Cookbook (for winners) and a customizable Heinz bottle to "hack."

Chaos Kitchen: Live Food Hacks Tasting

Experience the community's top-voted recipes alongside the Chaos Chef and the contest winners.

Creative Lab: DIY Hub & Signings

Customization zones (Stickers/Merch) and exclusive book signing sessions with the influencers.

Chaos Stage: Immersive DJ Sets

High-energy pop-trap beats (based on the campaign's sonic ID) for peak collective vibes.





EXPECTED RESULTS

Fame (Brand Awareness)

- **Generate millions of impressions** through UGC (User Generated Content) driven by "Instagrammable" corners and neon decor.

Preference (Brand Image)

- **Position Heinz as the ultimate creative staple.** Goal: Increase "cool/authentic brand" sentiment among Gen Z.
- **"Authenticity" Conversion Rate:** Achieve higher engagement compared to traditional ads, powered by organic event content.

Participation (Engagement)

- **Data Collection:** Lead generation via RSVPs and "Chaos" newsletter sign-ups.
- **Lasting Impact:** Transform the "Chaos Cookbook" into a coveted collector's item, extending the campaign's reach long after the event.



CREATION PHASE 1 M O C K U P S

MANIFESTO MUSIC P R E S S T O L A U N C H



SOCIAL ADS X10 O R G A N I C



REELS AND TIKTOK V I D E O A D S X 8



LANDING PAGE



IN STORE EVENT 1



CREATION PHASE 2

MOCKUPS

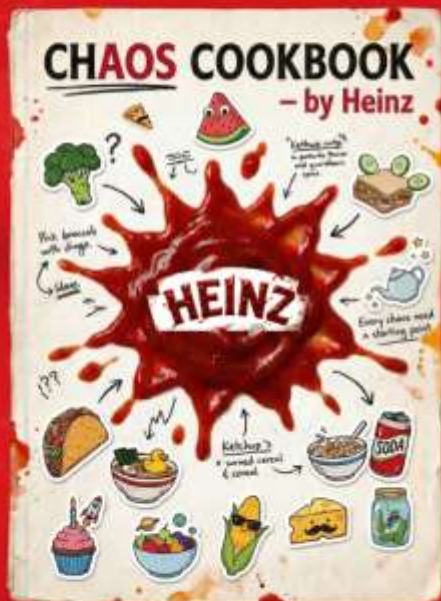
INFLUENCE & UGC
EXAMPLE



All creation are intentions and are not representative of reality as we perceive it. Adjustment to the branding will be made.

CREATION PHASE 3 MOCKUPS

THE ICONIC BOOK



All creation are intentions and are not representative of reality as we perceive it. Adjustment to the branding will be made.

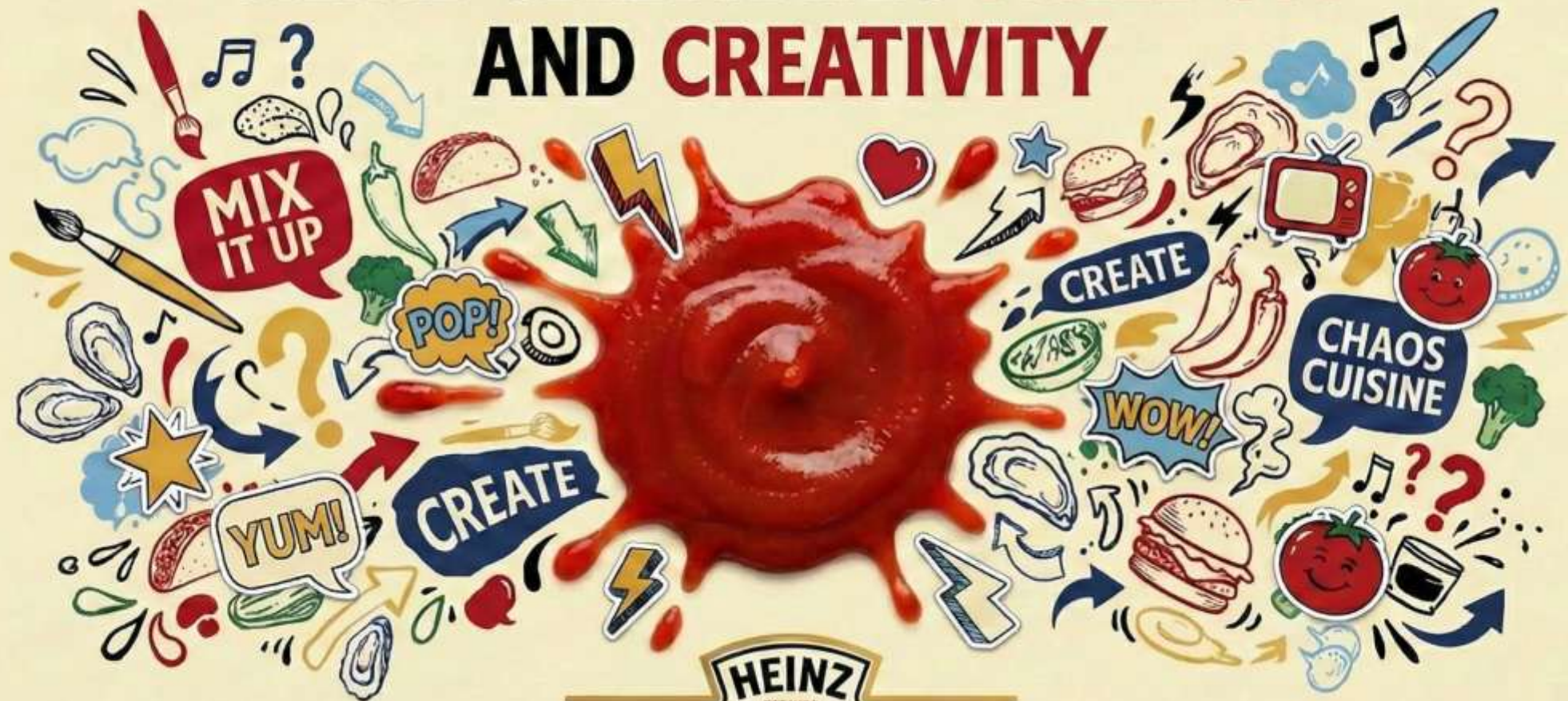
CREATION PHASE 3 MOCKUPS

CHAOS FESTIVAL PHASE 3



All creation are intentions and are not representative of reality as we perceive it. Adjustment to the branding will be made.

HEINZ CELEBRATES FREEDOM AND CREATIVITY



HEINZ
ESTD 1869

It has to be Heinz. It has to be You.



Thank You