



IT HAS TO BE HEINZ





**HEINZ DOESN'T EXPLAIN
NEITHER DOES GEN Z**

ONLINE, EVERYONE HAS something to say...

74%

Of 17–34 feel pressure to react to stay relevant

A group of people, including a woman in the foreground with her mouth wide open in a shout and a man in the bottom left corner with a playful expression, are shown against a red background. Many of the people have their arms raised in the air, suggesting a celebratory or energetic atmosphere. The text is overlaid in the center of the image.

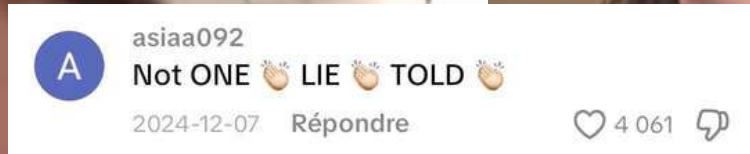
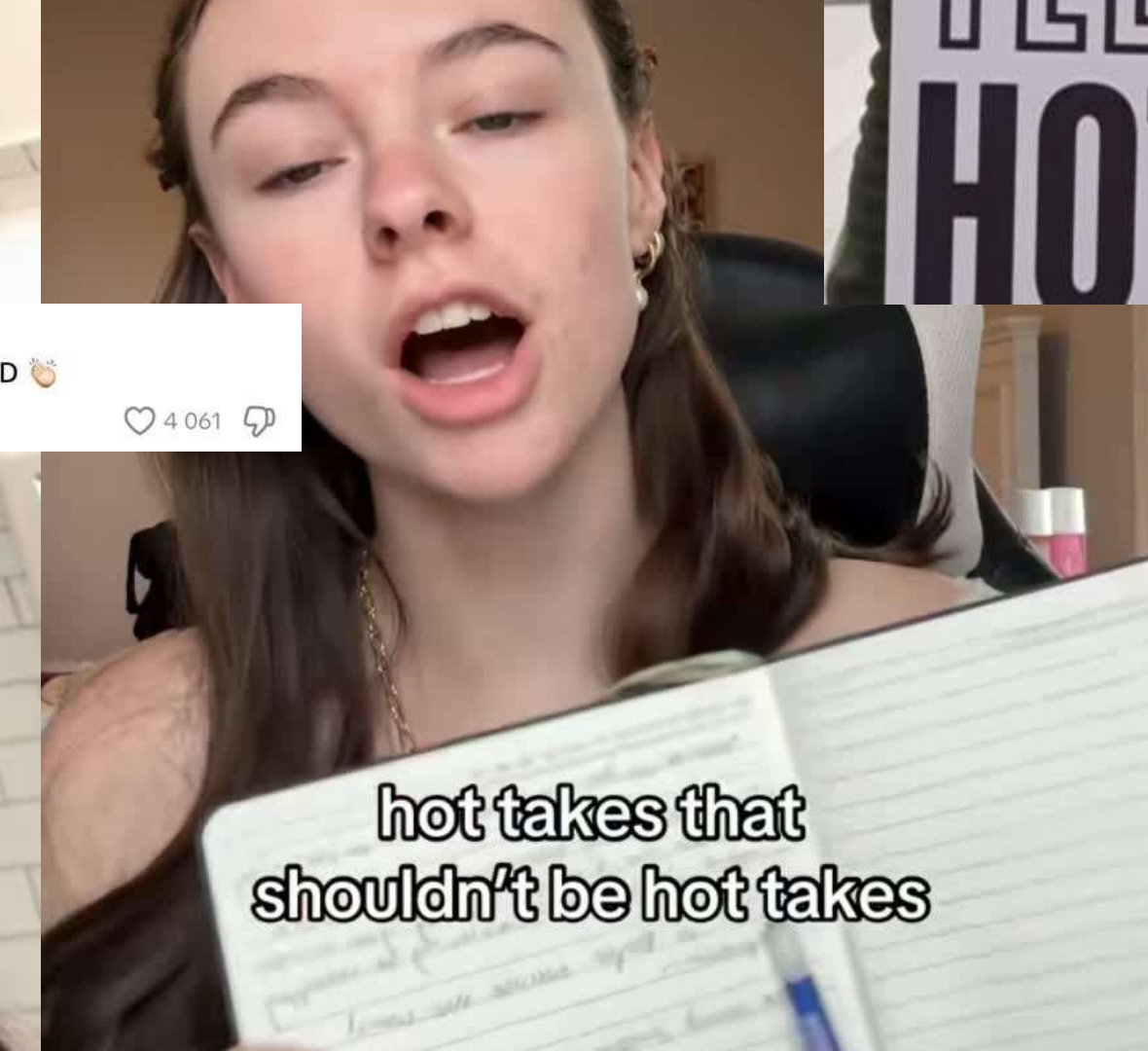
**SO THEY STOPPED USING
WORDS
AND STARTED USING MEMES**

75%

Of ages 13–36 share memes



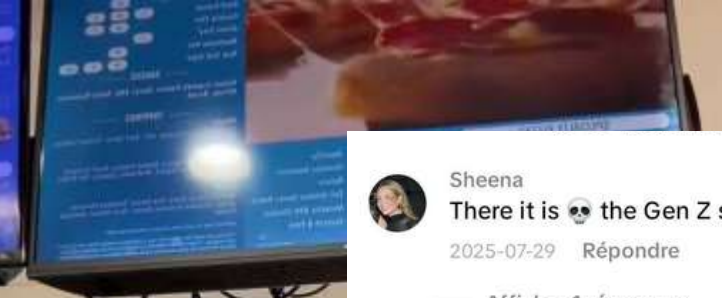
Use them when words aren't enough





**NOT EVERYTHING SHOULD GET AN ANSWER
AND YET, EVERYTHING GETS A REACTION**

BUT GEN Z SELECT WHEN AND HOW TO REACT



Sheena
There it is 🤖 the Gen Z stare 😬
2025-07-29 Répondre 233



"The Gen z stare is so rude"
You just asked me if we sell pizza.



what ya'll think your gen z stare looks like in meetings:



THE Gen Z stare is real thing



The perfect example of the gen z stare:

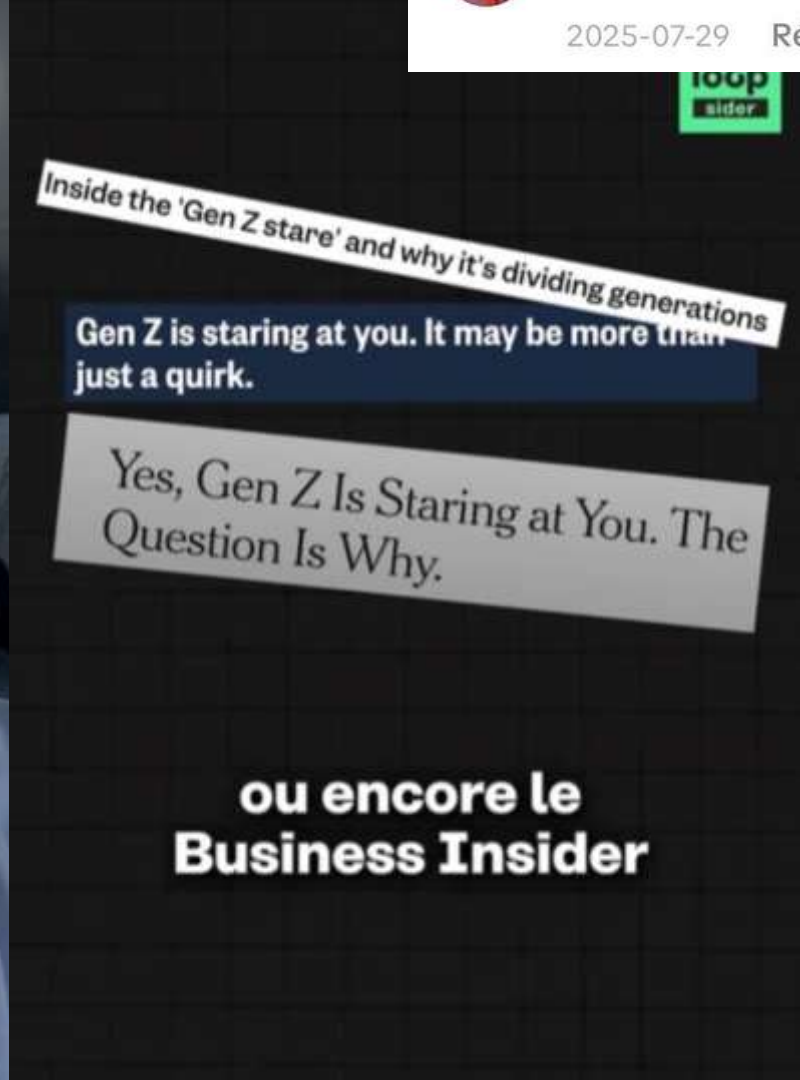
you perfected the gen z stare
2025-07-29 Répondre 7 833



greenbeanmachinedon
the "is u deadass?" stare
2025-07-10 Répondre 95,1 K



dont tout le monde parle



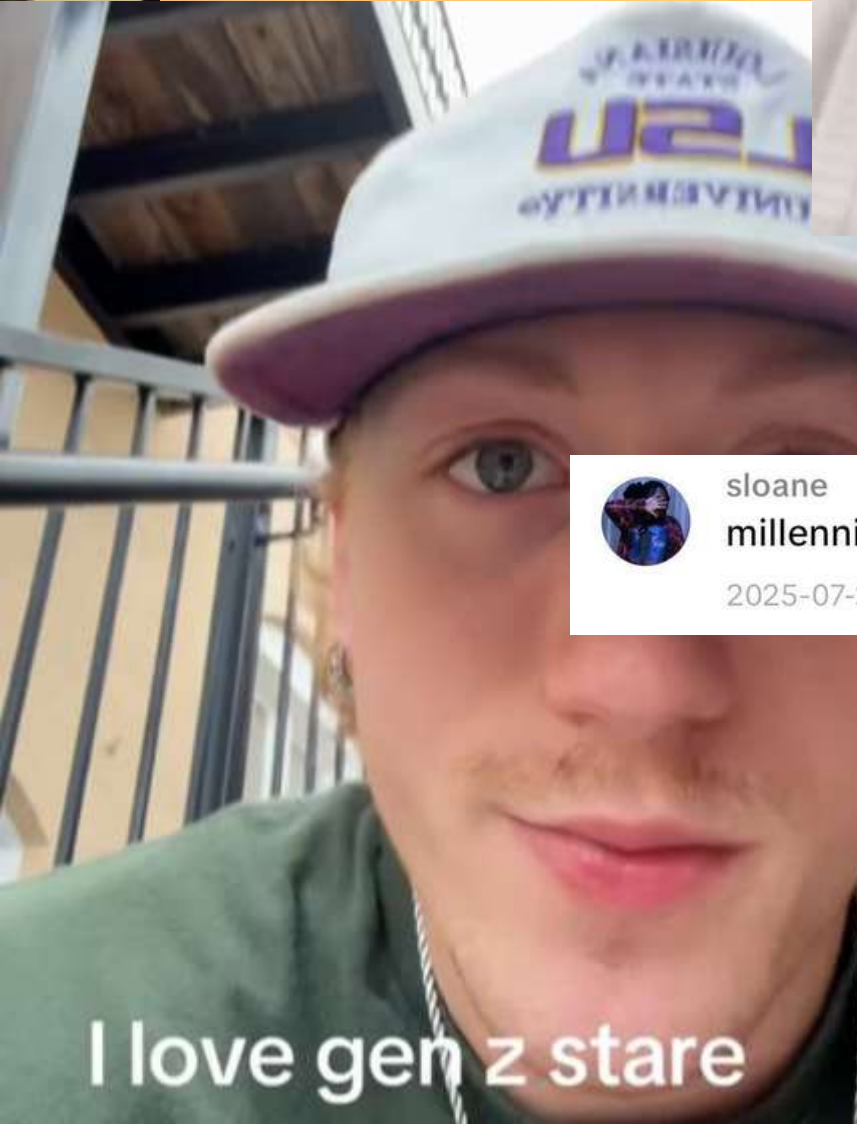
Inside the 'Gen Z stare' and why it's dividing generations
Gen Z is staring at you. It may be more than just a quirk.

Yes, Gen Z Is Staring at You. The Question Is Why.

ou encore le Business Insider



The Gen z stare is so real



I love gen z stare



this is the gen z stare btw

sloane
millennial pause vs. gen z stare
2025-07-29 Répondre 14,5 K

A UNIVERSAL BEHAVIOR IS A UNIVERSAL OPPORTUNITY

WHEN YOU SAY KETCHUP, YOU REALLY MEAN HEINZ

**THE PROBLEM IS THAT
KETCHUP IS KNOWN BUT NOT CHOSEN...**

**KETCHUP STAYED IN OUR PARENT'S KITCHENS
GEN Z NEVER BROUGHT IT INTO THEIRS**



**MAYBE IT'S NOT ABOUT LOVE ANYMORE
MAYBE IT'S ABOUT HABITS**

It's not you, it's how Gen Z lives now.

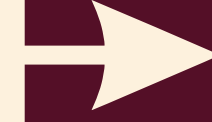
**GEN Z DOESN'T STICK TO HABITS
THEY MOVE WITH WHAT FEELS RELEVANT**

**PUT IT ALL TOGETHER
AND THE ANSWER IS ALREADY THERE**

**HEINZ
NO EXPLANATION**



**INTUITIVE
NO JUSTIFICATION**



**ALIGNED
OPPORTUNITY**

**WHAT DOES A BRAND SAY
WHEN THERE'S NOTHING LEFT TO PROVE?**

**THIS IS
NOT JUST
KETCHUP,
IT'S YOUR WAY OUT.**



Made for when you really don't want to get into it...



HEINZ
TOMATO
KETCHUP

ACT 01

WE CREATE THE CHAOS



IT STARTS WITH A CONVERSATION



heinz 
Sponsored



ASK US ANYTHING

We'll try to answer.

Got a question?
Ask us anything about
ketchup. Or about
anything else.
Seriously! 😊

HEINZ:

**How much ketchup is too much
ketchup???**

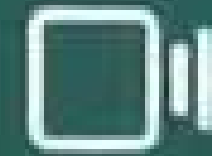
US: For legal reasons we cannot answer
this question. Probably as legal reasons
are too much ketchup.



Ask



Ketchup Talk



Is ketchup a smoothie?

Can I drink ketchup straight?

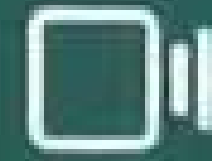
I etchup on a lot of things? 🤔

Is ketchup a personality? 🤔

I put ketchup on my toothbrush 🍷



Ketchup Talk



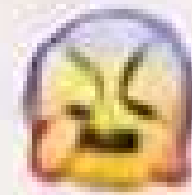
Is ketchup a smoothie?

Can

up straight?

I etchup on d

talky?

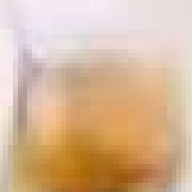


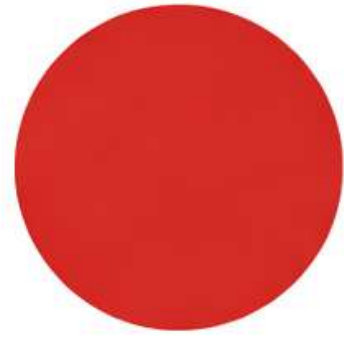
Oris ke

ality?



I put ketchup on my toothbrush





0
posts

253 K
followers

211
following

H.K.

Follow

Message



No posts yet



ACT 02

YOU BECOME THE SILENCE





**FROM TRENDING MEMES
TO HEINZ REACTIONS**



edwardtevez
I agree with the mint

10-5 Répondre



H.K



kaikaikai
FRUIT SHOULD NOT BE HOT

10-8 Répondre



Sophie Beren
This compilation is 🔥

9-27 Répondre



DESANKA
Amazing

10-2 Répondre

ACT 03
WE MAKE IT
IMPOSSIBLE TO IGNORE





HEINZ
ESTD 1869



**SEEMS LIKE
A GOOD TIME
TO KEEP QUIET**

HEINZ
ESTD 1869



HEINZ
ESTD 1869



**SOMETIMES
SILENCE
TASTES
BETTER.**

HEINZ
ESTD 1869

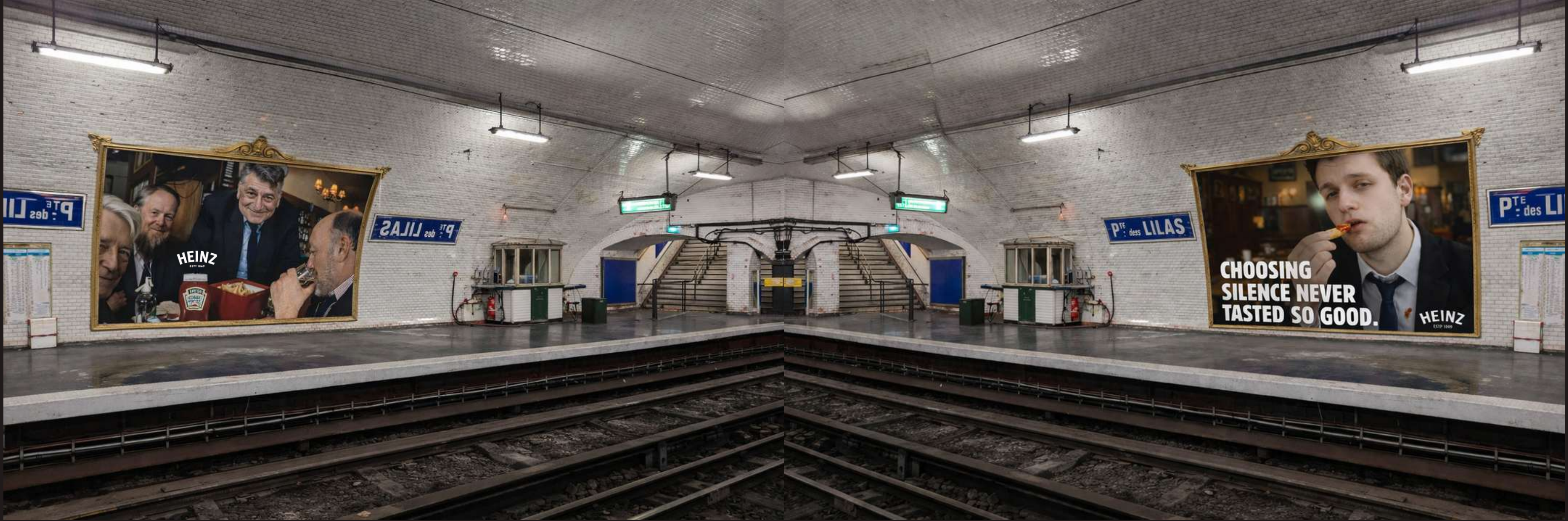


HEINZ
ESTD 1869



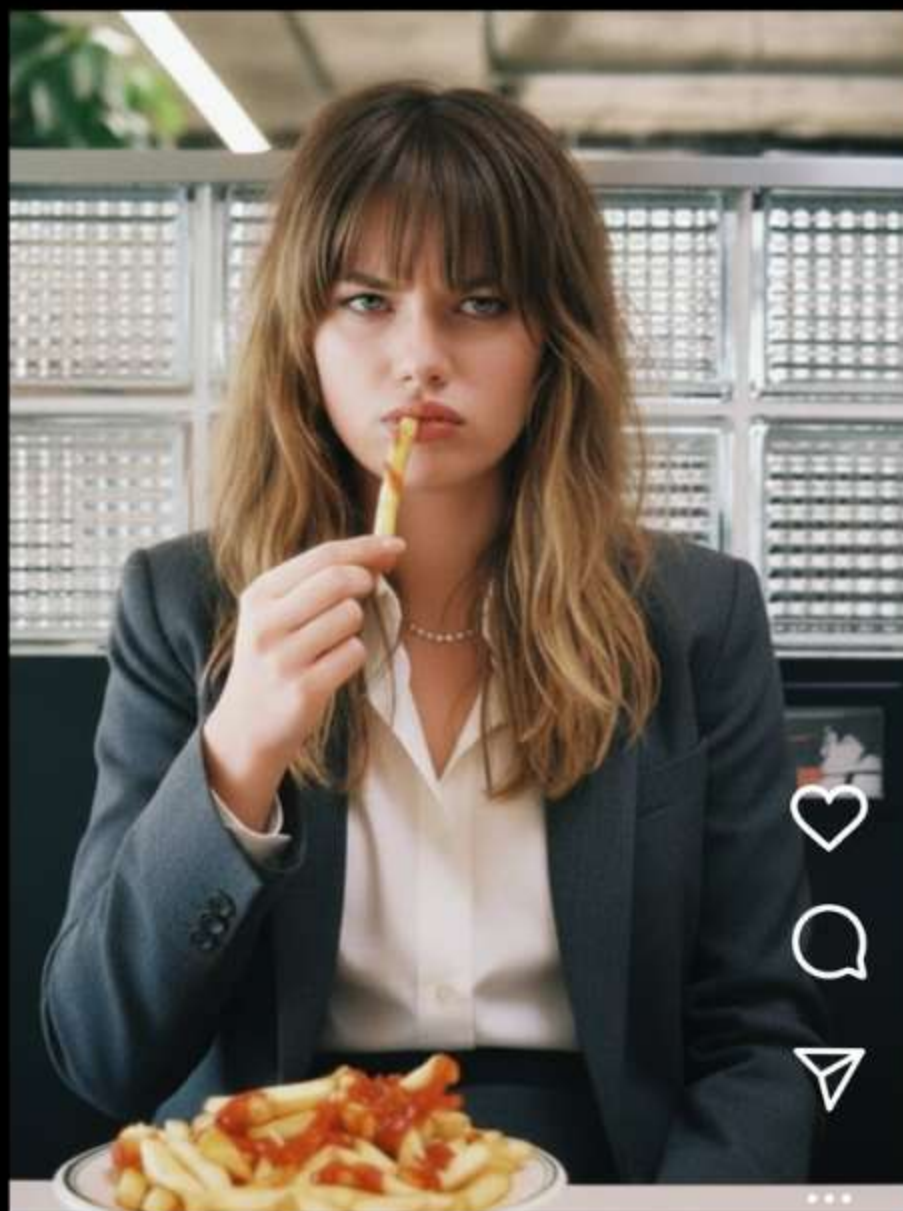
**CHOOSING
SILENCE NEVER
TASTED SO GOOD.**

HEINZ
ESTD 1869



ACT 04
WE TURN SILENCE
INTO SOMETHING TO SEE







**So what do you think about
the today generation?**




ACT 05

WE MAKE IT A CHALLENGE







   adrienne 
how did you survive after the first .2 seconds
2025-7-28 Répondre

**ACT 06
NOW YOU
HOLD THE
SOLUTION**



**THIS IS
NOT JUST
KETCHUP,
IT'S...**



**THIS IS
NOT JUST
KETCHUP,
IT'S...**



**THIS IS
NOT JUST
KETCHUP,
IT'S...**


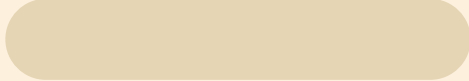







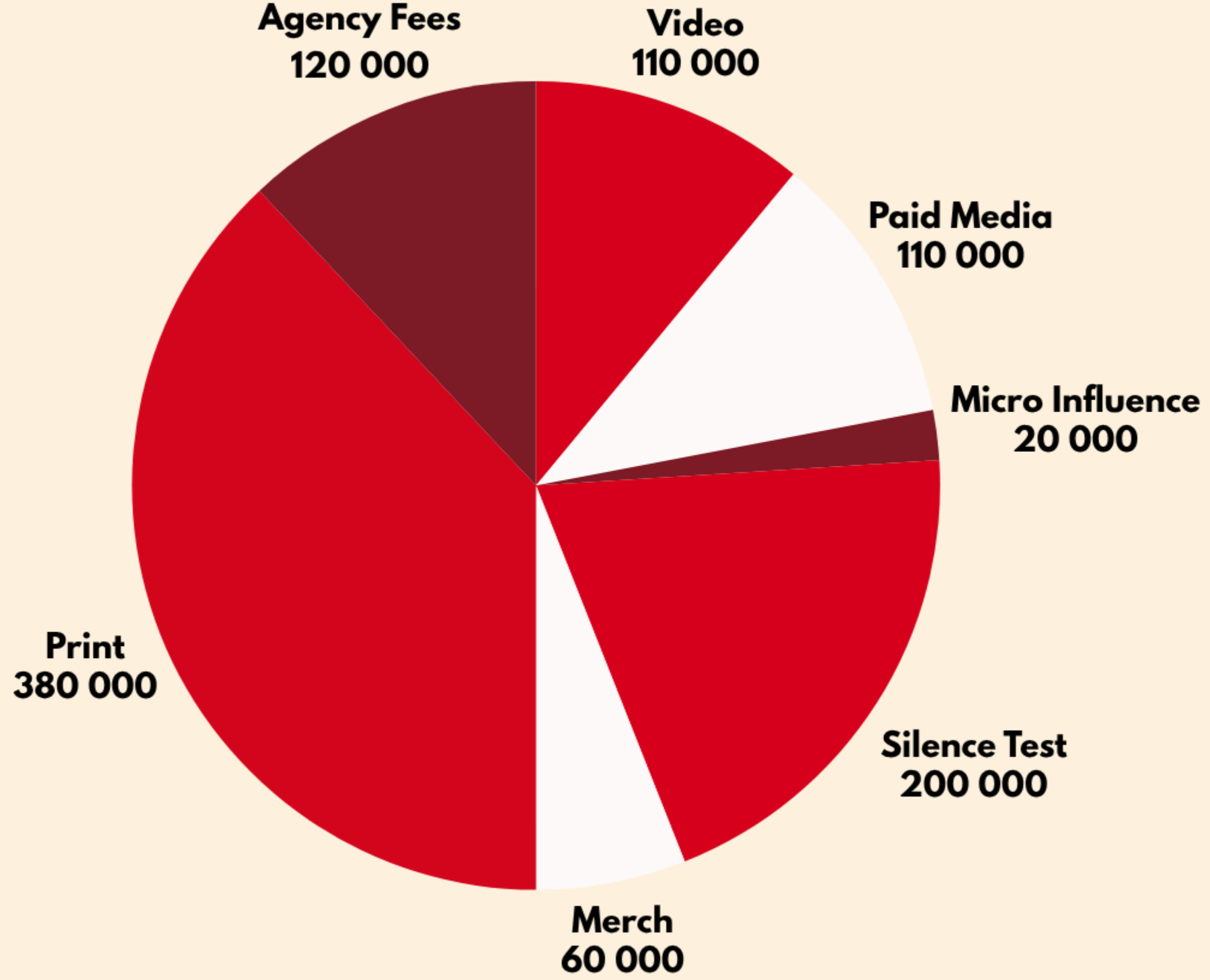
**THIS IS
NOT JUST
KETCHUP,
IT'S...**



Made for when you really can't eat...



SEPTEMBER							
PLATFORM	1	5	10	15	20	25	30
HOTLIN							
E INFLUENCE							
CM							
PRINT							
HEROS MOVIE							
SILENCE TEST							
BLIND BOX							





**WE TURNED NOISE
INTO SILENCE
AND MADE IT
UNFORGETTABLE**

**WE TURNED KETCHUP FROM SOMETHING YOU EAT
INTO SOMETHING YOU RELY ON**

IT HAS T **BE HEINZ**



THANKS !