

# AD-VENTURE COMPETITION

0:26

Pre-heating ...



XHESIANA PASHAJ

METKA MAŠA STRLE

CHINOUK DE DECKER

NATALIA KOLIWOZSKO

KAMIL WYSOCKI-FAROOQI

AURORA SANFILIPPO

The **OVEN**

X



# MISSION: SECURE THE NEXT 150 YEARS OF LEGACY

by getting young consumers to **experience** the iconic taste of Heinz tomato ketchup through a dedicated online-to-offline journey



**HAVE YOU EVER EXPERIENCED THE TASTE OF**  
**WITH AN UNUSUAL FOOD COMBINATION?**



IT ALL STARTS WITH...

**RESEARCH**

**GEN-Z LOVES AUTHENTICITY**

**BUT...**

**SOCIAL PRESSURE**

Yo that's so real

Ketchup on Pasta?  
Nah that's crazy weird bro

SOURCES:

THE NEW FOODIE GENERATION: GEN Z

GENERATION Z: SOCIAL MEDIA, INFLUENCERS AND BRAND LOYALTY IN ENTERTAINMENT

NEGATIVE IMPLICATIONS OF RADICAL THINKING IN GENERATION Z: A REVIEW ANALYSIS



# OUR INSIGHT

**GEN-Z WANTS TO BE ACCEPTED FOR THEIR TRUE SELF.**

THEY NEED A PARTNER, RELIABLE DURING EVERY MEAL, WHO GETS THEM,  
THEIR UNCONVENTIONAL CRAVINGS, AND MOST IMPORTANTLY: DOESN'T JUDGE.



**THAT PARTNER IS HEINZ TOMATO KETCHUP.**

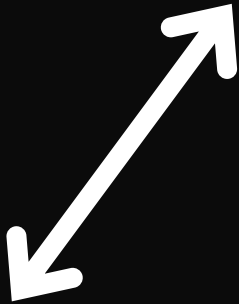
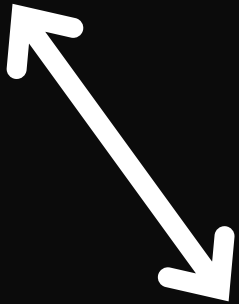
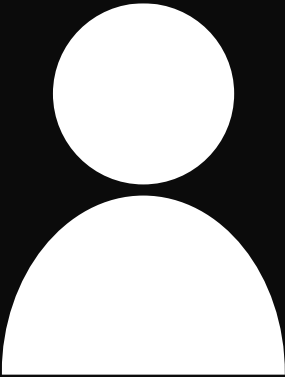


# RELEVANCE

 **BUDGET-DRIVEN HABITS**



 **VULNERABLE SPACES**



 **THE RELIABLE PARTNER**

**THE JUDGE.**



# STAGE 2: PAID UGC (STIMULATING ORGANIC UGC)

CONSIDERATION

PURCHASE



HEINZ WEIRD TASTE TEST



VISITING HEINZ BOOTH

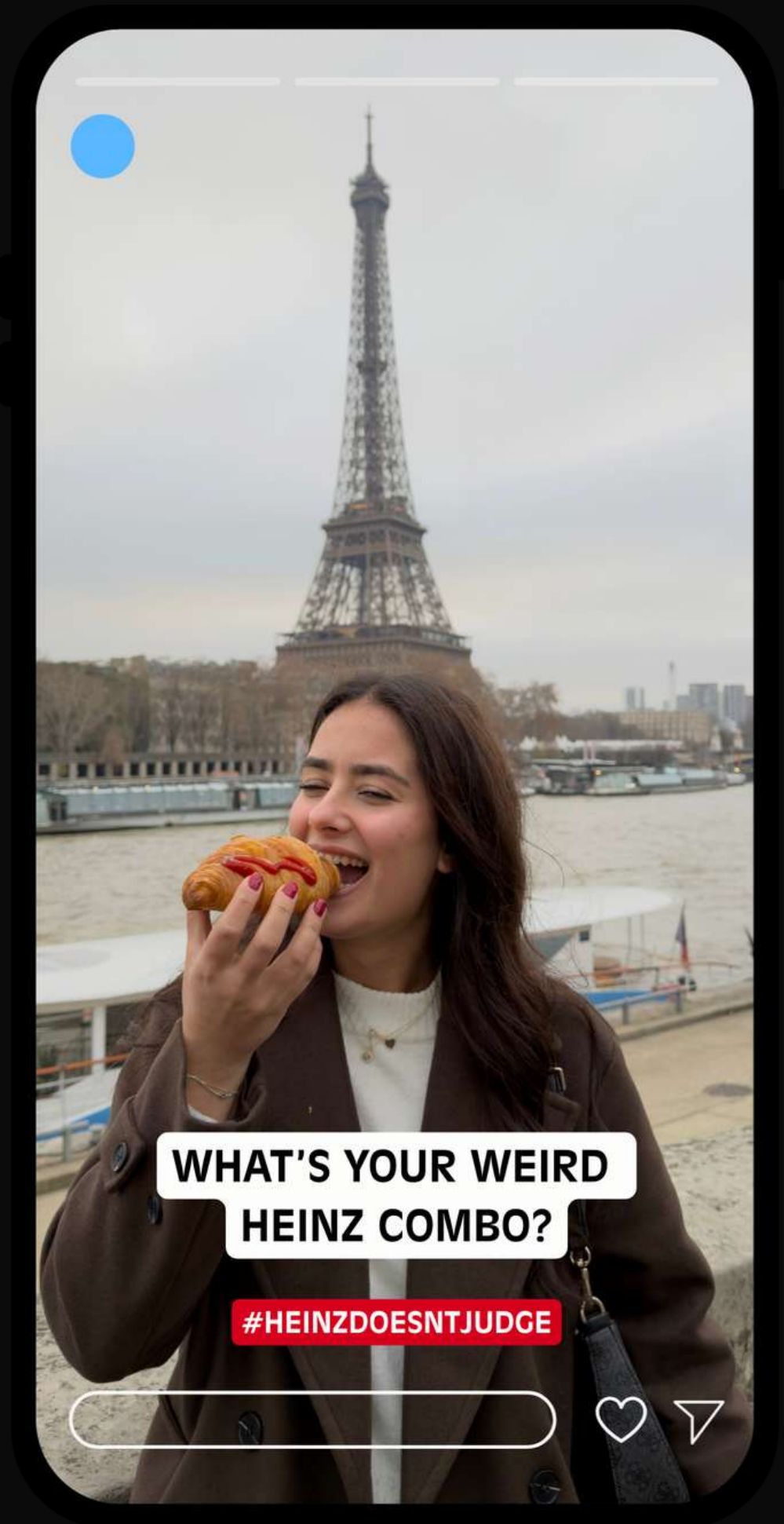


UNUSUAL DINNER USING HEINZ

ETC...



EVERYONE'S DOING IT...  
I HAVE TO TRY IT!



#HEINZDOESNTJUDGE

# STAGE 3: ORGANIC & PAID ONLINE ADS

**PURCHASE**

**RETENTION**



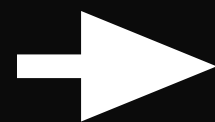
**LOCALIZED DIGITAL ADS**



**GUSTATORY MENTAL IMAGERY**



**"YES OR NO" (CONVERSATION!)**



**WIN-WIN SCENARIO**



**"OH RIGHT, I WAS  
GONNA TRY IT"**



# GEOTARGETED VARIATIONS



# STAGE 4: CONFESSION PHOTOBOOTH

RETENTION

LOYALTY



HEINZ TRANSFORMS **GUILTY** PLEASURES INTO **PROUD & SHAREABLE MOMENTS.**



LONDON



PARIS



BERLIN



BARCELONA



MILAN



AMSTERDAM



DUBLIN



“THEY HAVE ONE IN AMSTERDAM?? NO WAYYY”



+



#HEINZDOESNTJUDGE



IT HAS TO BE HEINZ ON  
*Spaghetti*



# SMART KPI'S

TRIAL & PURCHASE

280,000 X



RETENTION

+5% REPEAT PURCHASE



+10% SALES

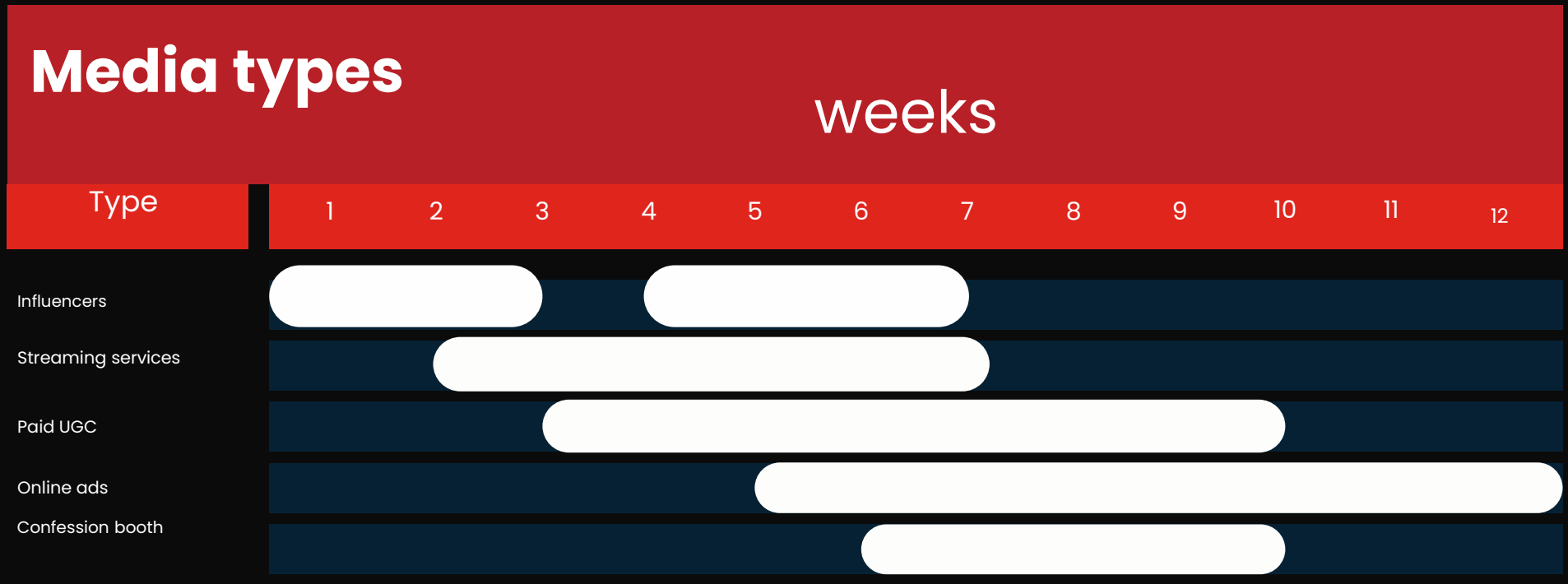
(FIRST QUARTER OF CAMPAIGN)



+35% IMPRESSIONS



# MEDIA PLAN

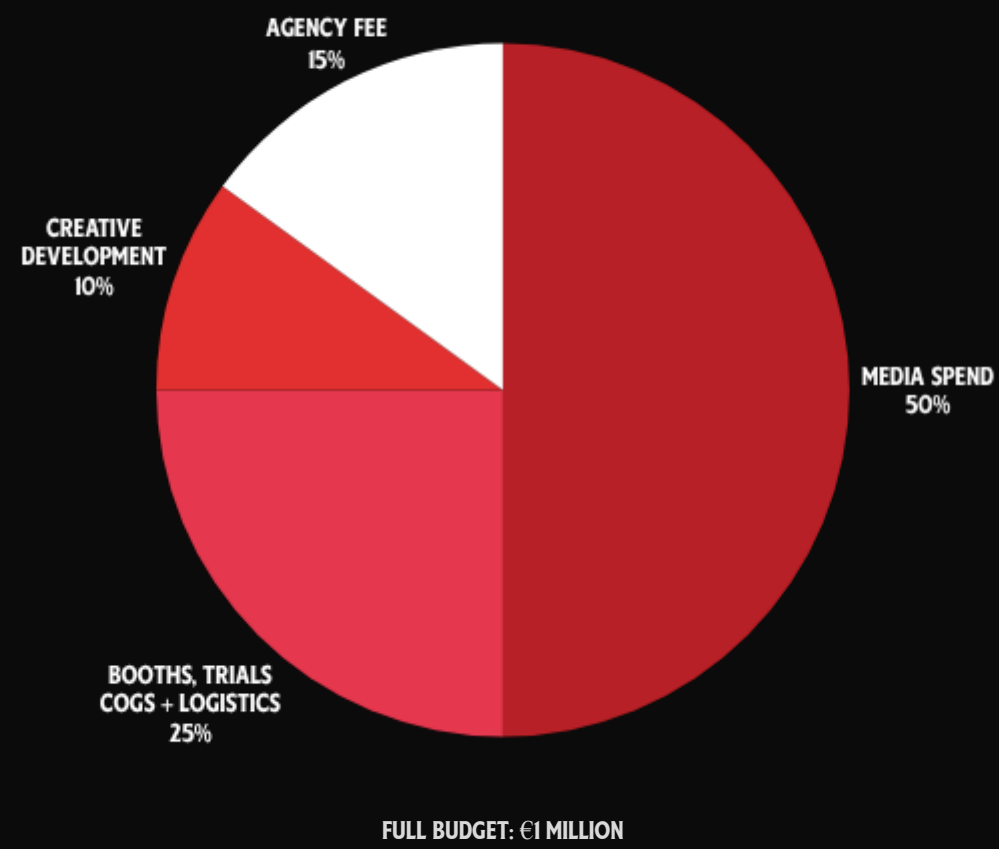


BUDGET: 500K (50%)

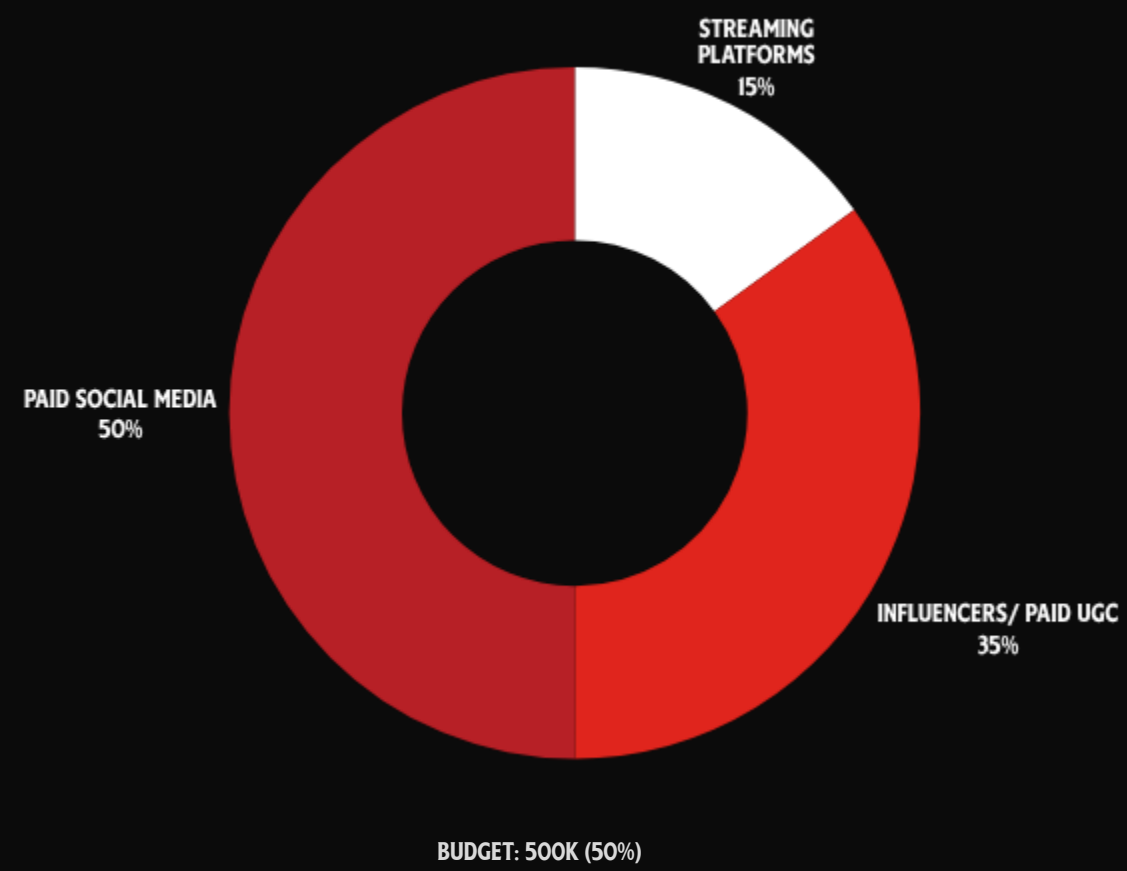


# BUDGET

## OVERVIEW OVERALL BUDGET

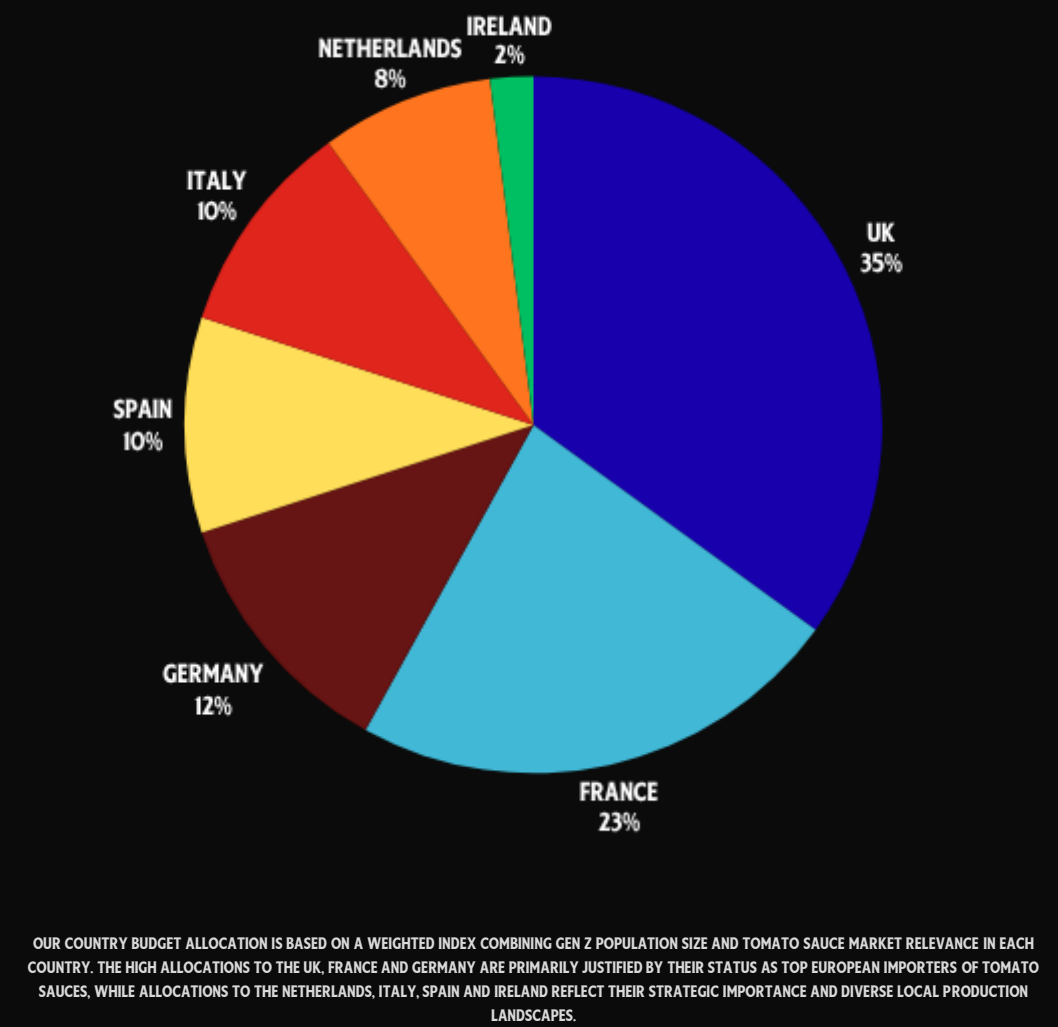


## MEDIA EXPENDITURE BUDGET



SOCIAL MEDIA PLATFORMS INCLUDE: TIKTOK, INSTAGRAM, YOUTUBE  
INFLUENCERS & UGC WILL ALSO BE POSTED ON THE CHOSEN SOCIAL MEDIA PLATFORMS INDEPENDENTLY  
STREAMING PLATFORMS INCLUDE: NETFLIX, DISNEY+, AMAZON PRIME

## COUNTRY BUDGET ALLOCATION

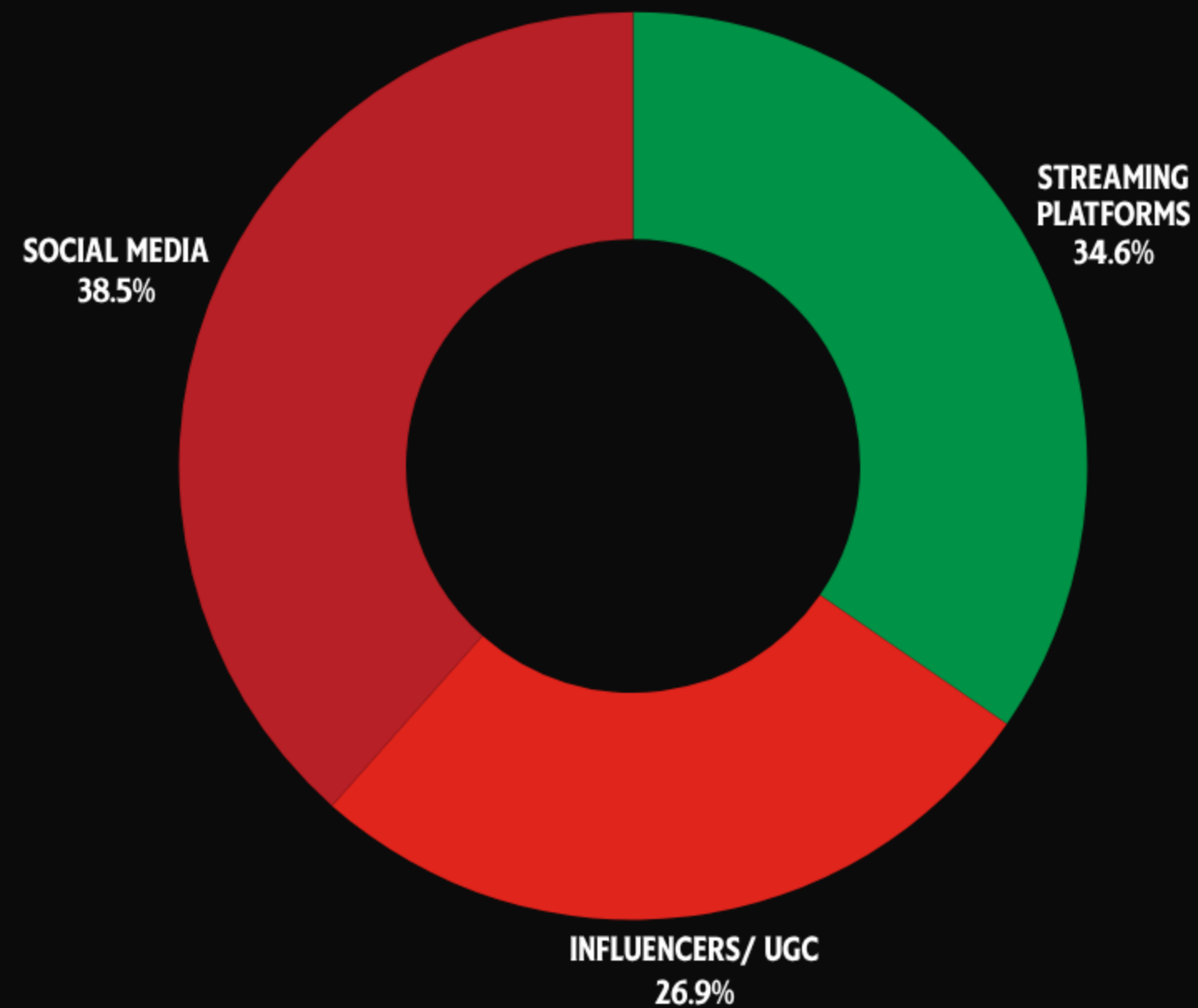


SOURCES:  
REPORT LINKER, EUROPEAN TOMATO KETCHUP AND OTHER TOMATO SAUCES MARKET SIZE VALUE SHARE BY COUNTRY (EUROS), 2023  
EUROSTAT, WELCOME TO THE EUROPEAN YEAR OF YOUTH, 2022



**BUDGET: OPTION +30% MORE**

## MEDIA EXPENDITURE BUDGET



**5M → 10M IMPRESSIONS AVG.**

**HIGH QUALITY LEADS**  
(CLASSICAL CONDITIONING)

**ONE MORE THING...**



Australian  
Gen-Z experiencing

NEW BODY





XHESIANA PASHAJ

METKA MAŠA STRLE

CHINOUK DE DECKER

NATALIA KOLIWOZSKO

KAMIL WYSOCKI-FAROOQI

AURORA SANFILIPPO

# The OVEN EN

Thank you