

Public Relations

Philadelphia ■ Pittsburgh

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Jack Horner Communications Inc.
Public Relations ■ Graphic Design ■ Advertising ■ Promotional Products

Case Study:

Heinz Ketchup Celebrity Talking Label Bottles

The Challenge

When Heinz Consumer Products decided to launch a fourth version of its Talking Labels ketchup, they asked long-time PR partner Jack Horner Communications (JHC) to invent an ingenious PR campaign with a clever twist. To assure that the new Talking Labels had broad consumer appeal, Heinz researched and identified four celebrities that would engage a wide variety of demographics, and donated a portion of the proceeds to each celebrity's favorite charity.



Teen actress sensation Lindsay Lohan, NFL Hall-of-Famer Terry Bradshaw, Olympic gold medalist Mia Hamm and Hollywood legend William Shatner, were four well-known personalities that would make the bottles collectible memorabilia.

The Solution

PHASE I:

To announce the arrival of Celebrity Talking Labels on store shelves, JHC created an over-sized press kit and video b-roll. Designed to immediately communicate star power and "celebrity appeal" to entertainment and sports editors who follow these stars' careers, the press kit highlighted each of the four celebrities on the cover with a "walk of fame" gold star. Every visually dynamic kit included a press release, a single Celebrity Talking Labels bottle and a pair of sunglasses.

The selection of each ketchup bottle inside was tailored to the media receiving it: sports editors received Terry Bradshaw or Mia Hamm and entertainment publications received Lindsay Lohan or William Shatner.

PHASE II:

The second tier of the campaign launched with the announcement of a live auction of four jeweled, one-of-a-kind Heinz Celebrity Talking Label bottles at the prestigious Sotheby's Auction House in New York City. Celebrities lent



their signatures to four Heinz Ketchup bottles, each one hand-jeweled with more than 6,000 Swarovski crystals, to raise money for their selected charities.

And because no celebrity event is complete without a celebrity, JHC secured William Shatner to attend the event and build excitement around the auction. The event was crowded with media and paparazzi that captured photos of William Shatner auctioning off his own jeweled ketchup bottle.

'05 Winner
"Best Press Kit"
PRSA Renaissance Awards



Sotheby's



The Results

- More than 50 million media impressions
- Ad equivalency \$286,400
- Collaboration with marquee brands Swarovski and Sotheby's

COVERAGE HIGHLIGHTS

There were more than 250 print clips and 44 broadcast placements, representing an advertising equivalency that solidly exceeded the PR investment. Highlights included:

- "FOX & Friends" (Fox News)
- "Cold Pizza" (ESPN2)
- National Enquirer
- Star
- E! Online
- New York Daily News
- Newsday
- Chicago Sun-Times



"Launching Celebrity Talking Labels during the '04 presidential election presented unique challenges,

since media had inextricably linked 'Heinz' with politics. Our JHC team tripled efforts to deliver a product introduction that cut through the political clutter and delivered creative, branded media results—spotlighting Ketchup, not candidates."

Robin Teets
Senior Manager, Communications
Heinz U.S. Consumer Products

