

Public Relations

Philadelphia ■ Pittsburgh

www.jackhorner.com



Case Study: Heinz Ketchup Personalized Labels

The Challenge

When an opportunity was identified to create a PR and sales lift for the flagship Heinz Ketchup brand, Heinz U.S. Consumer Products partnered with long-time PR partner Jack Horner Communications (JHC) for the creation, development and execution of a national PR campaign for the unique product extension: Heinz Ketchup Personalized Labels.

The consumer niche of “vanity” products, in which M&Ms and Jones Soda had already staked a claim enabling consumers to personalize their iconic brands, had so far received little media attention — and there were no condiments or sauces in the vanity market space whatsoever.

JHC launched this new Heinz Ketchup brand extension to consumers across America in the summer of 2006 to reinforce ketchup as a home entertainment and gift idea, as well as being America’s favorite 130-year-old condiment.



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The Solution

The Heinz Ketchup Personalized Labels PR campaign encouraged consumers to *Say it with Ketchup* by asking them to visit a newly launched Web site — www.myheinz.com — and order their own customized Heinz Ketchup bottle.

JHC recommended a targeted campaign reaching consumers through media and blogs only, with “embargoed” press materials packaged creatively. Press kits were sent to consumer and key trade reporters such as food editors and feature reporters at newspapers and magazines including *USA Today* and *The Washington Post*; television morning programs such as *Good Morning America*; and Web sites and blogs covering celebrations, event planning, special occasions and pop culture news.

JHC developed and distributed eye-catching press kits to key media contacts as the core announcement. The teaser media kits consisted of a wine box-style carrier with the tagline “Next time, celebrate with a bottle of red.” As media opened the box, they found a 14-ounce glass bottle of ketchup with a message on the label reading “What Will You Say?” and the Web site address, www.myheinz.com. A pull-down menu on the inside of the box provided sample sayings to get reporters’ creative juices flowing.

Special attention was paid to morning show outreach, for which JHC researched and developed customized, individual ketchup bottles with sayings that would resonate with each show’s hosts, such as “Diane & Robin — A Perfect Pair” for *Good Morning America*. Media kits to national morning shows were hand-delivered in New York City by JHC team members.



The Results

- More than 145 million branded media impressions
- www.myheinz.com continues to receive more than 1,000 new page views daily
- 30,000 personalized ketchup bottles sold in the first 90 days
- Sales of the flagship Heinz Ketchup brand increased 12 percent year over year

COVERAGE HIGHLIGHTS

JHC achieved coverage in some of the most prestigious national media, including:

- *Good Morning America* (TWICE!)
- *The New York Post*
- *FOX & Friends*
- *CNNMoney.com*
- *Comedy Central*
- *Topix.net*
- *USA Today*
- AOL
- *The Washington Post*



“Jack Horner Communications has done an exceptional job producing award-winning media results for Heinz.

Their client service continues to exceed our expectations and that’s why we’ve collaborated with JHC for more than a decade.”

—Tracey Parsons
Heinz U. S. Consumer Products

