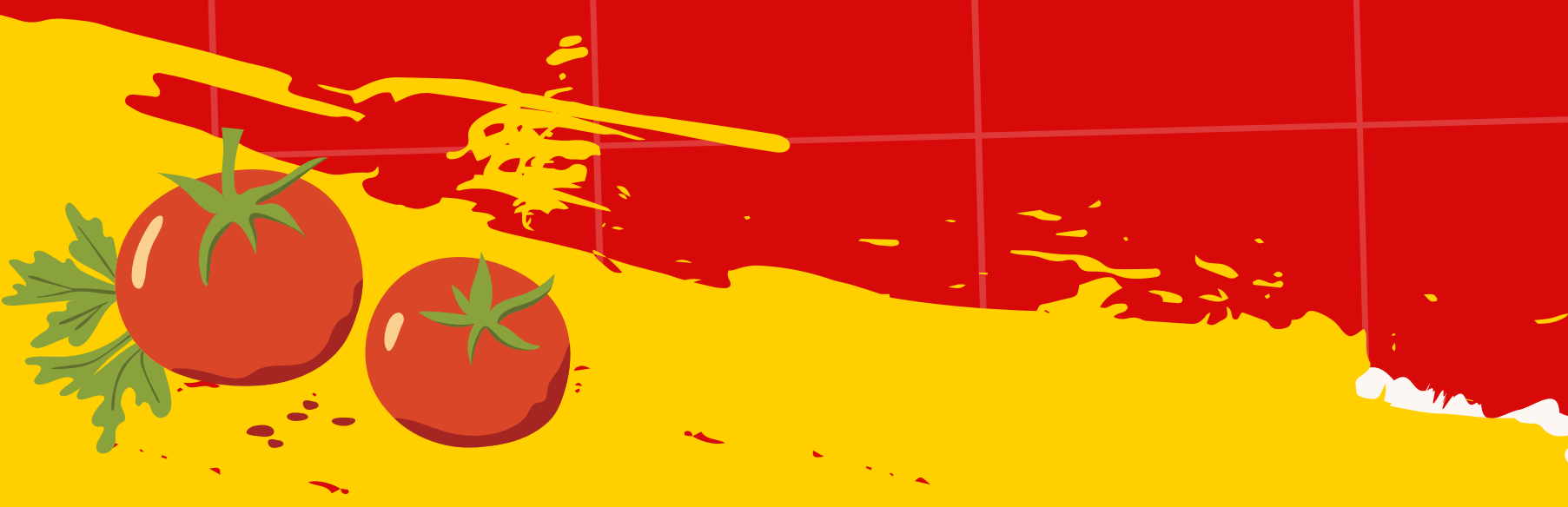


HEINZ

“Looks Familiar”

Ad Campaign Analysis

TEAM 5



PART 1 – BRAND ANALYSIS

INTRODUCTION

4P'S

STP

AVATAR

THE HEINZ CAMPAIGN "LOOKS FAMILIAR?"

Heinz is a global food brand specialized in condiments and packaged foods but they are best known for their ketchup. Heinz has built over a century of brand equity rooted in quality and cultural familiarity.

The Heinz Campaign "Looks Familiar?" was launched to celebrate the brand's global visual identity and integration into pop culture. The campaign recreated memorable film and television scenes that feature ketchup without explicitly showing the label to highlight the idea that the brand is still recognizable by drawing resemblance between its logo and the French fries box. The visuals feature close-up shots of french fry boxes with a bottle-shaped gap perfectly matching where Heinz ketchup should be, combined with the catchphrase "Looks Familiar?" a reminder that Heinz is a natural fit anywhere there are fries, ultimately reinforcing Heinz as a leader in the category of ketchup.



HIGH-LEVEL RECOMMENDATION

The campaign is highly successful, as it shows how ubiquitous the brand is; it builds an association with fries, a food consumed abundantly and globally, as shown in the campaign. This advertisement is a collaboration with Uber Eats, wherein the integration transforms insights into actionable outcomes. In specific markets, patrons consuming fries obtain a 50% discount on ketchup, thereby converting the promotion from solely awareness-based to immediately transactional. This partnership leverages visual association to enhance sales by transforming each fry order into a potential Heinz purchase.

Product

Heinz Tomato Ketchup

Place

Runs globally in 8 markets using multiple channels such as out-of-home (OOH), social media (Instagram, TikTok, X), food service and restaurant touchpoints.

4P'S

Price

HEINZ employs a mass-premium pricing strategy for its quality and heritage. The campaign in particular focuses more on the brand meaning than pricing strategies. Consumers could order fries via delivery apps like Uber Eats and get a Heinz bottle at half price.

Promotion

The campaign's messaging emphasizes that "you cant have fries without Heinz", using long form video, social content, and restaurant partnerships, for example with Uber Eats and Carl's Jr.

SEGMENTATION

Demographic
Broad age groups, but mainly ages 25-54 as their main demographic.

Geographic
US, Canada, Mexico, UK, Brazil, Germany, UAE, China.

Psychographic
Values brand heritage and quality. They respond to emotional and symbolic cues (logo shape and cultural pairing).

POSITIONING

This campaign shows Heinz' strong brand recognition. by showing that fry boxes look like the Heinz label, it reminds people that fries and Heinz naturally pair together. This strategy turns the logo shape into a visual cue that people connect with in everyday life.

TARGETING

- Households who use condiments often, especially ketchup.
- Global consumers in urban and restaurant settings.
- younger consumers as well as Millenials and Gen Z who actively engage on social media and brand culture, as well as older generations (heritage buyers)

CUSTOMER PERSONA

ALEX



Age : 29

Foodie, Pop Culture
Enthusiast

Location

Los Angeles, CA

Income

\$4,500/month

Motivations

Prefers brands that blend creativity, authenticity, and references that feel personal.

Traits

social, humorous,
nostalgic

Platforms

Instagram, X, TikTok

Think: "heinz is THE ketchup, its what everyone recognizes"

Feel: nostalgic and amused by clever campaigns

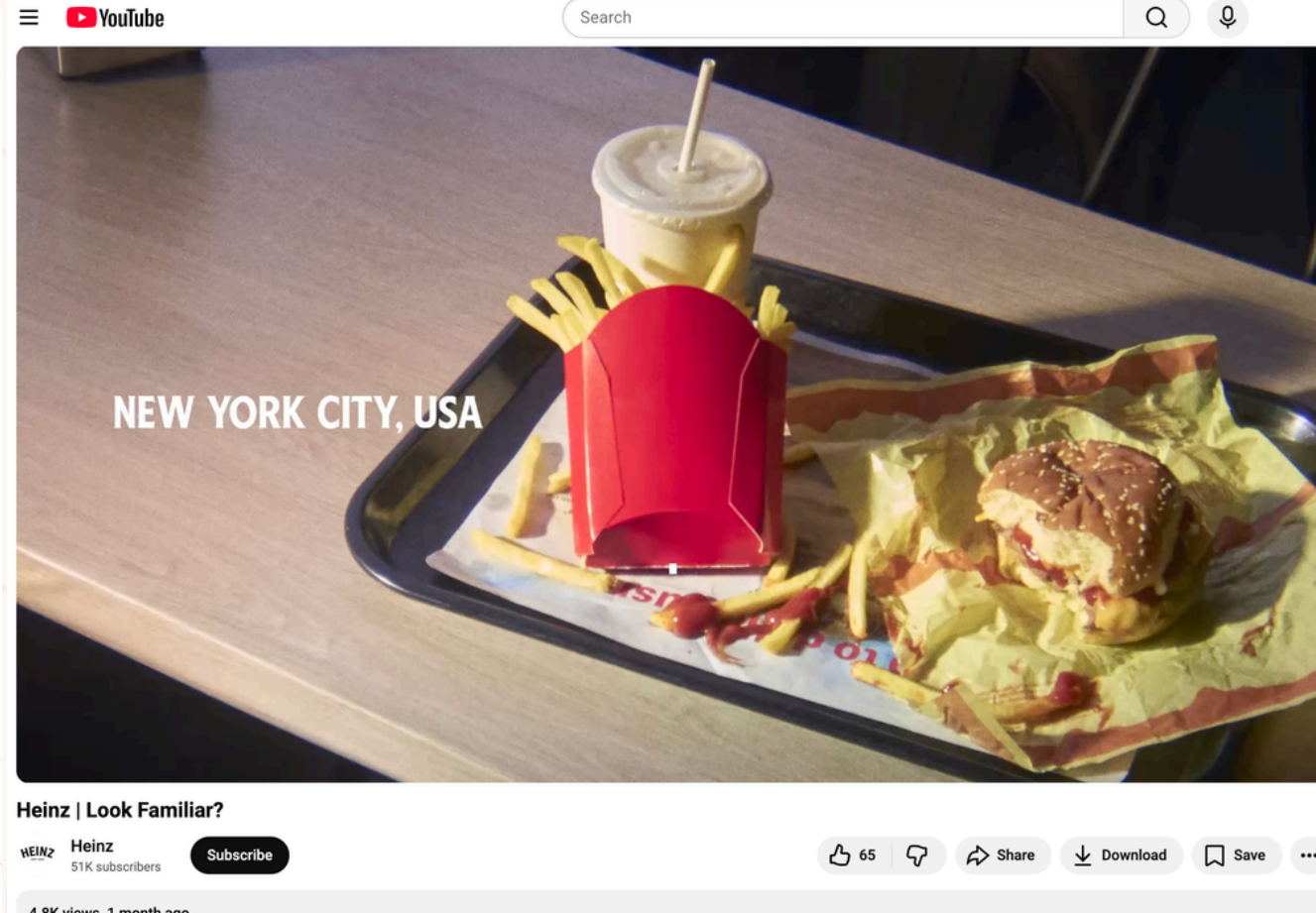
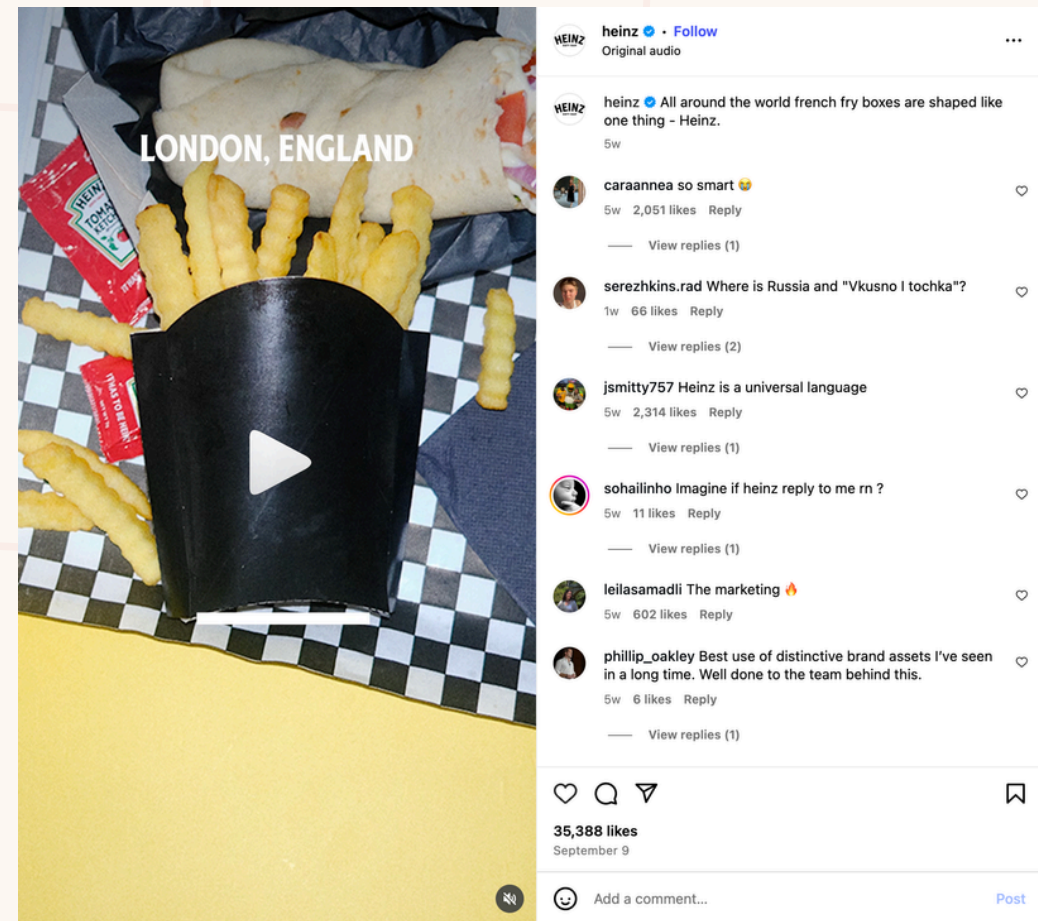
See: Heinz bottles in restaurants and film scenes.

LOOKS FAMILIAR CAMPAIGN

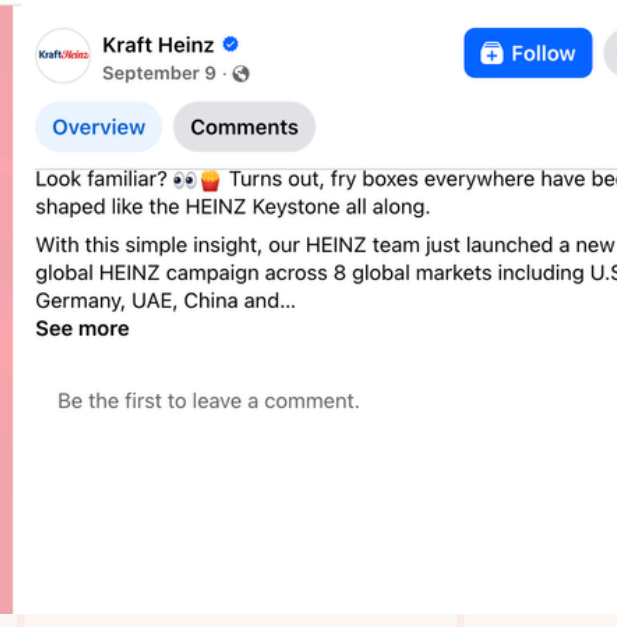
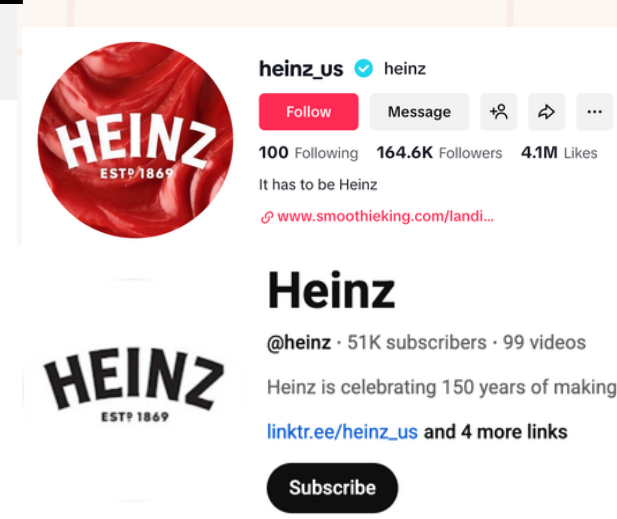
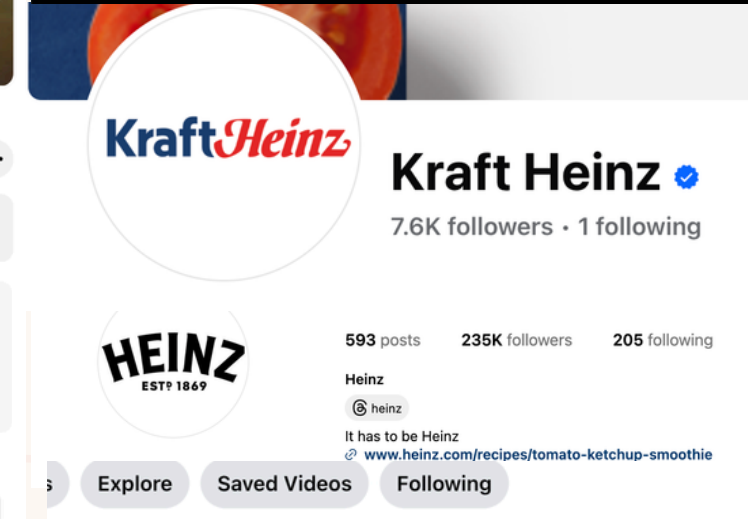
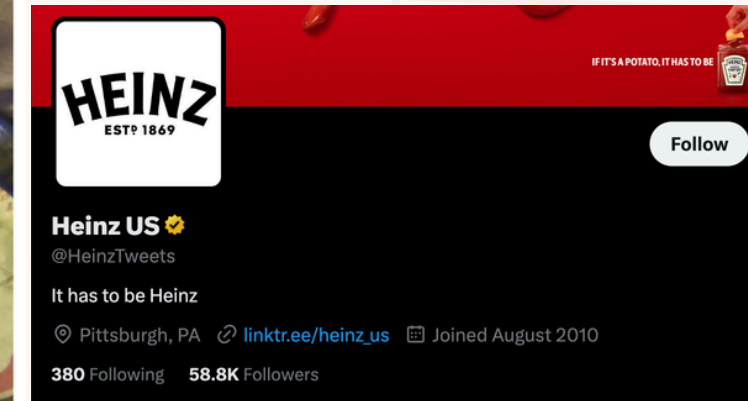
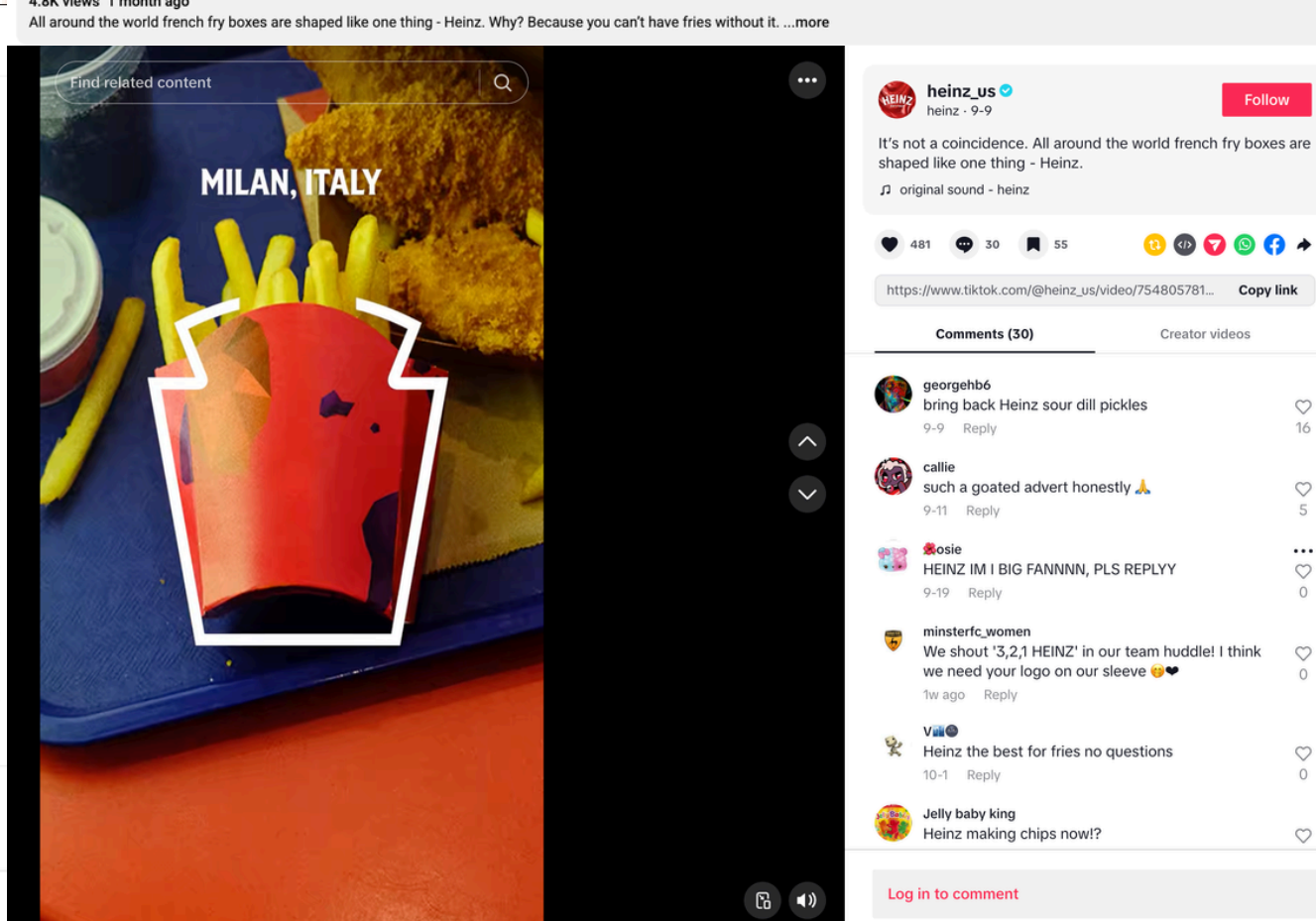
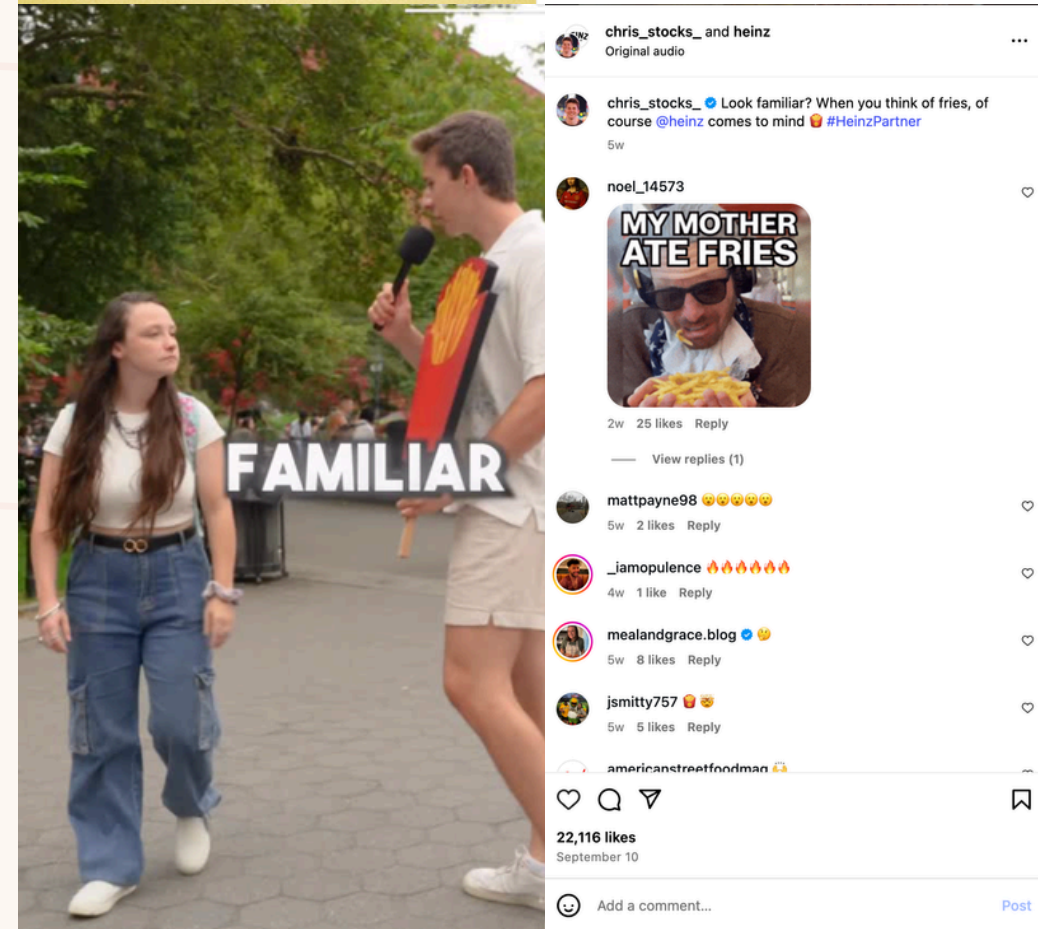
CAMPAIGN IMPACT

BUZZ & ENGAGEMENT

AUDIENCE BEHAVIOR



The "Looks Familiar" campaign centers on a 30-second short-form video ad, supported by a series of short content pieces distributed across all major social media platforms, including Instagram, TikTok, YouTube, and X.



ANALYSIS

1. CONSISTENCY

The “Looks Familiar” campaign builds on Heinz’s previous global campaign and maintains a familiar visual style, which continues to strengthen brand consistency.

- The campaign is tied to the brand’s earlier global campaign “It Has to Be HEINZ”.
- It continues to demonstrate the inextricable link between the universally loved duo (Ketchup + Fries), showing fans all over the world that you can’t have fries without Heinz.
- Uses consistent brand markers: the Heinz red palette, the Keystone logo shape, minimalist aesthetic, and a witty humorous tone.
- The campaign execution is unified globally: same core idea and visual cues applied across different markets.

Did the campaign consistently promote the brand image and message?

Heinz maintained a coherent identity by using consistent visuals (Keystone shape, signature red), a witty humorous tone, and campaign continuity (extending the ‘It Has to Be Heinz’ message). This consistency strengthens brand recall and cohesion across markets.

CAMPAIGN IMPACT

BUZZ & ENGAGEMENT

AUDIENCE BEHAVIOR



2. FAMILIARITY

By revealing a design connection consumers subconsciously already recognize, Heinz turns everyday familiarity into a distinctive brand advantage, one that strengthens its position as the world's most “familiar” ketchup brand.

- The campaign draws attention to the remarkable revelation that french-fry boxes across the world are shaped just like Heinz's signature Keystone logo.
- By pointing out this design similarity, the campaign prompts audiences to recognize the visual link and say “Why have I never realized this?”. This subtle yet powerful recognition acts as an emotional trigger, reinforcing Heinz's presence in everyday life.
- The fact that fries are near-universal food items further strengthens the “we all recognize this” feeling.
- The campaign was rolled out across eight global markets, allowing the visual cue to build familiarity and recognition among audiences worldwide.

Did it differentiate the client from competitors?

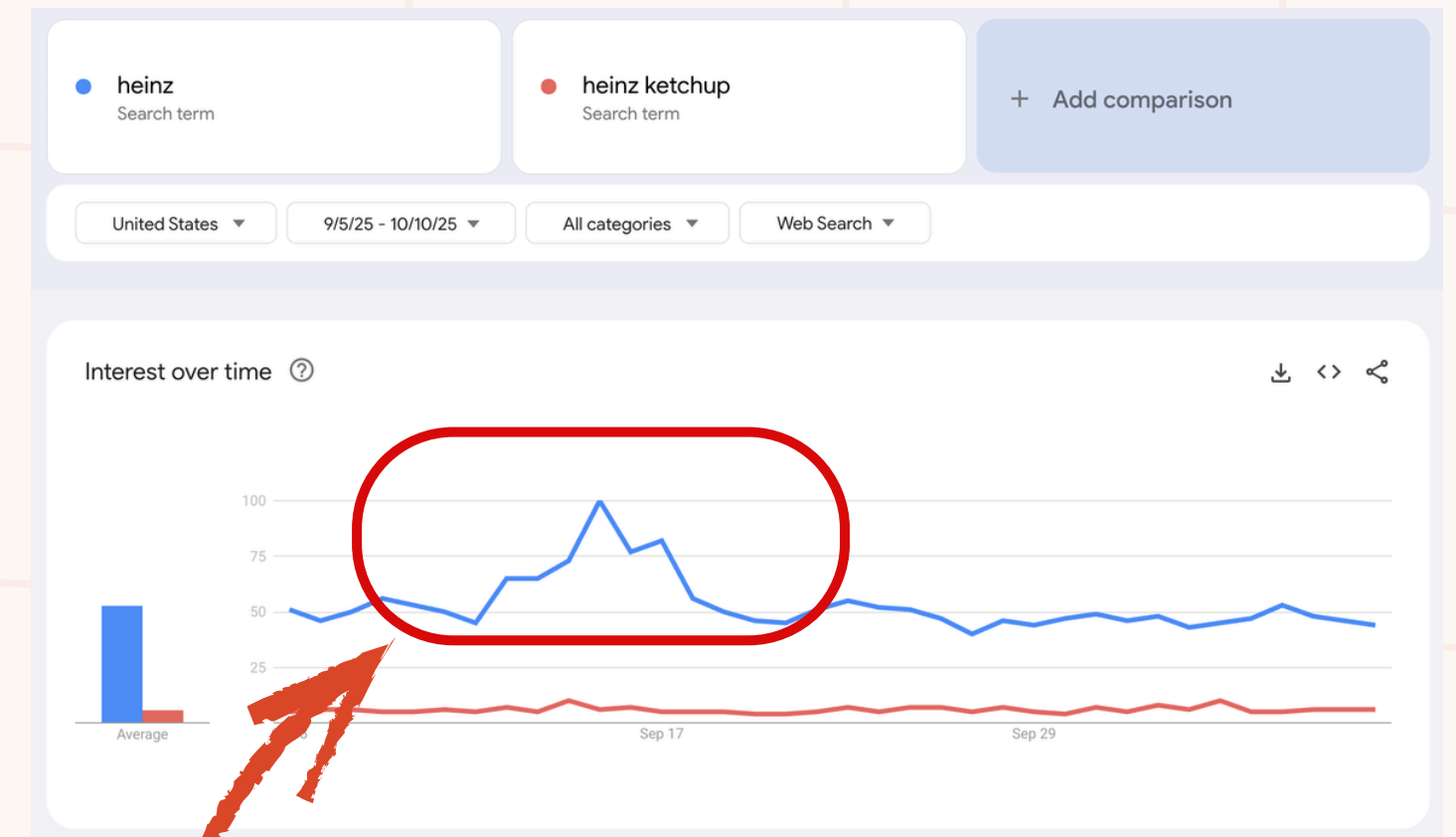
Heinz stands out by transforming a universally familiar shape (the fry box) into a subtle yet powerful brand cue, setting itself apart from competitors. Instead of using obvious logos or heavy branding, the campaign shows how recognizable Heinz already is, a level of confidence most competitors can't match.

CAMPAIGN IMPACT

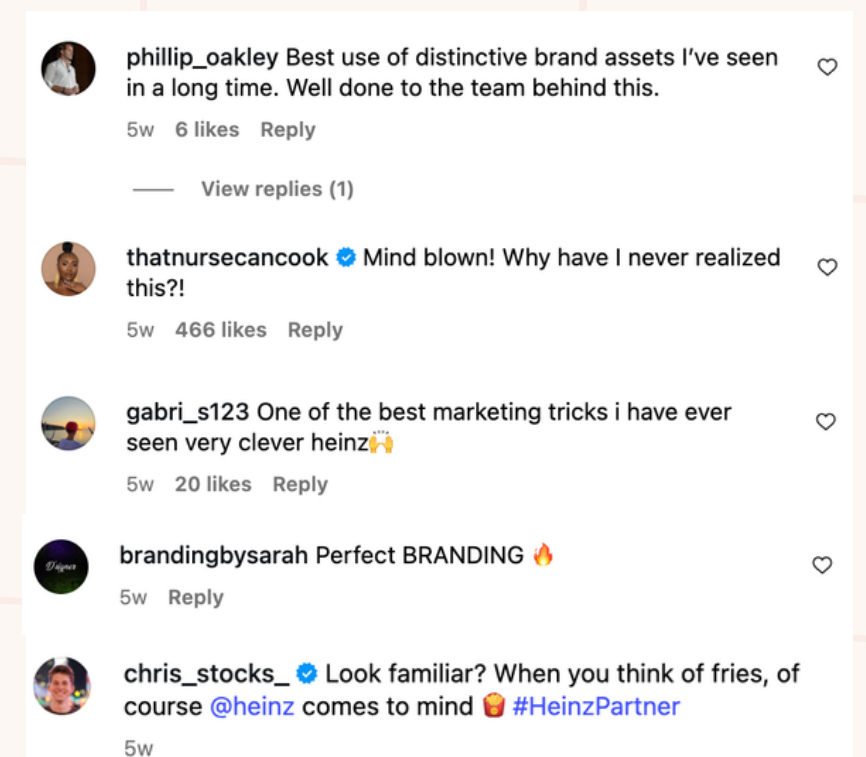
BUZZ & ENGAGEMENT

AUDIENCE BEHAVIOR

Branded Search Traffic



Branded search traffic increased throughout the campaign window (Sept. 8–20), reaching its highest point on Sept. 15. However, the momentum was short-lived, with traffic quickly reverting to baseline levels once the campaign concluded—suggesting a strong but temporary impact on brand interest.



3. EMOTIONAL CONNECTION

Keyword Analysis of User Comments on Heinz's Official Instagram and YouTube Accounts under the "Looks Familiar" Campaign Video

By referencing the universal pairing of fries and ketchup, the campaign taps into a simple pleasure shared across most cultures.

- The visual surprise ("Hey, that fry-box looks like our logo") creates a moment of recognition and delight, which makes the brand feel clever and connected, not just pushing product.
- Because people already have positive associations with fries and comfort food, tying the brand to that moment helps transfer those emotions to Heinz.
- The campaign's global execution reinforces that this pairing is a shared emotional moment worldwide, which can enhance brand affinity.



jsmitty757 Heinz is a universal language
5w 2,314 likes Reply



Did it build trust with the audience?

By turning a universal food moment (fries) into a brand story, Heinz creates an emotional resonance, the campaign invites consumers to smile at the insight, remember the shape, and feel the brand is part of their everyday joy. That connection goes beyond functional, it builds felt authenticity and enjoyment.

COMMENT ANALYSIS AND CRITICAL INSIGHTS

With only a silhouette and its signature typography appearing through most of the video, the “Looks Familiar” campaign once again underlines Heinz’s confidence in the strength of its global brand recognition. **While the campaign has earned largely positive responses, taking a closer look at audience feedback also uncovers several insightful critiques worth noting.**

First, comments from Southeast Asia and Western Europe point out that in their markets, consumers favour alternative condiments with their fries (such as chili sauce and mayonnaise), meaning that the global message “fries = Heinz” may not resonate universally. In other words, **the central idea of the campaign assumes a one-size-fits-all cultural truth that may not hold in markets where regional preferences dominate.**

CAMPAIGN IMPACT

BUZZ & ENGAGEMENT

AUDIENCE BEHAVIOR

Second, other comments raise concerns on whether the execution is **too subtle or inward-looking**, for example, a reddit user observed “If you aren’t already familiar with Heinz... I don’t see this being effective”. This points to a potential brand clarity risk: **if a viewer doesn’t immediately recognize Heinz’s fast brand assets (logo, color, shape), they may miss the connection.** This suggests that relying on the fry-box silhouette and minimal branding may be too understated for casual audiences. **Viewers who aren’t that familiar with Heinz could easily mistake it for an ad for french fries made by a fast-food restaurant like McDonald’s.**

Comments under “Looks familiar” campaign video and reddit community

-ricci- · 9mo ago
I hadn't realised it was advertising Heinz until I saw the question in the original post which explicitly asked if it was a smart move from Heinz.
So I would be in the not clever camp.
7 ↑ ↓ Reply ...

Copyman3081 · 9mo ago · Edited 9mo ago
I think it's clever for sure. Whether I think it's effective in the real world is a different matter. If you aren't already familiar with Heinz, or you're partial to another brand, I don't see this being effective.
If you already know the tagline Heinz has been using the last couple years, which they brought back from 2009, you'll probably understand the ad. I don't use any Heinz products (except occasionally the chili sauce), since I don't like ketchup or baked beans and I only use mayonnaise as a binder or to mix with something like Sriracha, but I prefer Hellman's. I don't think I've ever seen (or at least noticed) Heinz tomato soup or pasta sauce in Canada.
When I do use condiments, it's Hellman's for mayo and burger sauces, and French's for mustard and ketchup (which actually tastes like tomato, not vinegar and sugar with a hint of tomato).
If I didn't already know the Heinz logo and tagline, I'd be completely clueless about what I was looking at.
3 ↑ ↓ Reply ...

kperlette Is this a McDonalds commercial?
5w Reply

Ok-Acanthisitta2157 · 9mo ago
i had no idea what the [redacted] i was looking at until i read the caption.
1 ↑ ↓ Reply Award Share ...

hotdogsandsoulmates Why isn't there any ketchup bottles tho

IAmJayCartere · 9mo ago
The best marketing is clear and doesn't make the consumer think. Removing the logo does the opposite so this is a huge waste of money imo.
2 ↑ ↓ Reply Award Share ...

saskiathewicked Belgium is not in there because nobody eats ketchup on their fries here. We eat mayonnaise. Netherlands too: 'they drown them in that shit.' - Vincent Vega, Pulp Fiction
5w 4 likes Reply

by.bg Not in Asia though 🙄
5w Reply

nicholaspool_woof Sorry... But for the MacDonal'd's in South East Asia, we like Chilli sauce from other brands
5w Reply

COMMENT ANALYSIS AND CRITICAL INSIGHTS

Finally, while promoting the visual link between fries and Heinz is strategically smart, some critics suggest the campaign risks being more of an “awards-worthy” clever idea than a behaviour-shifting one: **emphasising visual and witty cues rather than product benefit could mean the core message (“use Heinz”) may not convert strongly in markets where ketchup isn’t already dominant.**

CAMPAIGN IMPACT

BUZZ & ENGAGEMENT


AUDIENCE BEHAVIOR

Collectively, these insights suggest that while “Looks Familiar” reinforces Heinz’s bold, designed identity and distinguishes the brand from its competitors, it still could risk underperforming in **clarity and conversion** across culturally diverse markets. That said, the campaign exemplifies a growing trend in modern advertising—where brands with strong recognition are confident enough to “ditch the logo,” turning simple visuals into interactive, logo-less storytelling that **invites audiences to recognize and connect through shared brand memory.**

 Classic-Mortgage1701 · 9mo ago

It's pretty amateur to think that attention = sales. I honestly think this would alright advertising if they just put the damn logo on it, seems kind of pretentious and artsy to remove that. Advertising isn't art, it's meant to sell, that's all.

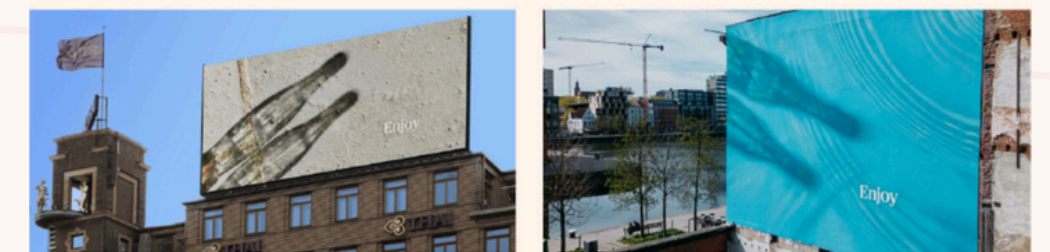
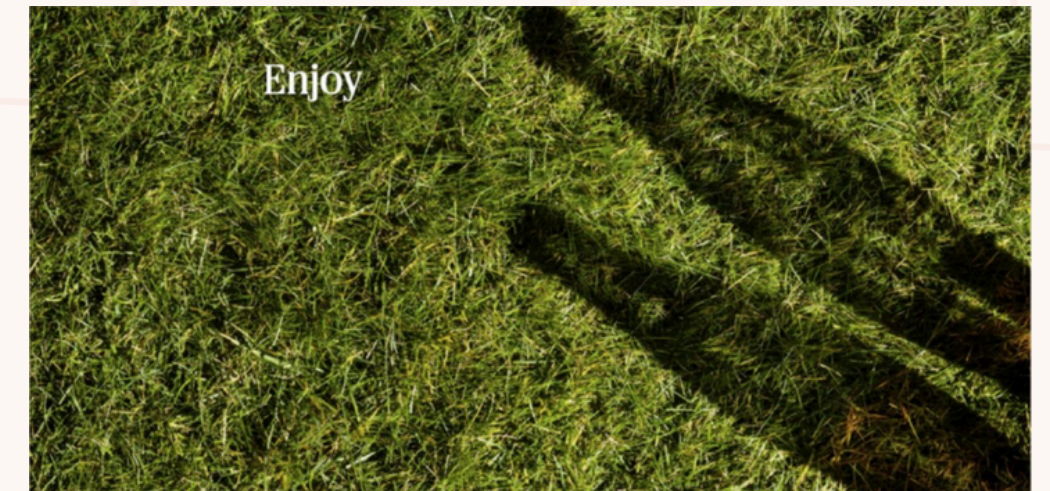
↑ 2 ↓ Reply ...

 CaveGuy1 · 9mo ago

This isn't a smart move. Billboards get a one-second scan (if that much). Nobody studies a billboard carefully and tries to analyze what the message or the company is. By not putting the brand name on the billboard and forcing the reader to figure out the brand name by just the font, Heinz is wasting a lot of money.

Kaiser Permanente (an HMO in California) tried this tactic in the early 2000s. Business dropped like a rock because nobody knew who the company was or what they were advertising.

People don't like to think. They usually just glance at an ad and jump to a conclusion. If you want good response rates, then you drop this clever crap and create ads that clearly state the product, the company, and the benefits to the customer.



Reddit comments toward “It Has to Be HEINZ” Campaign



HEINZ

BUZZ & ENGAGEMENT

Buzz Impact:

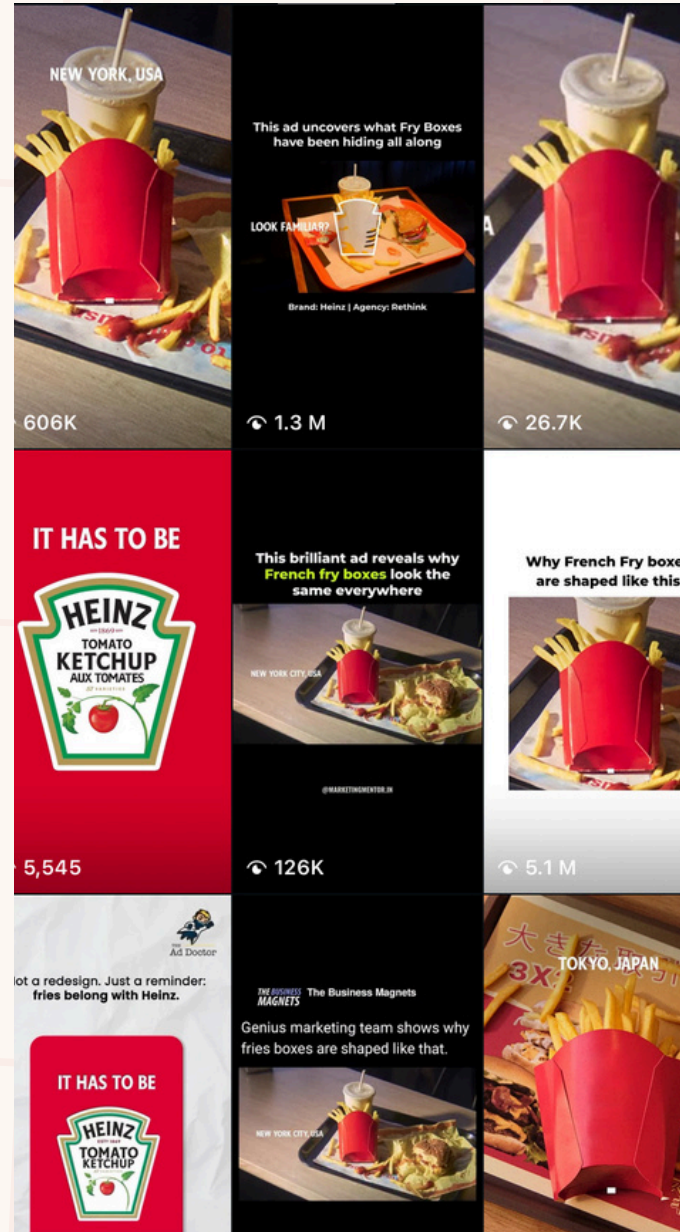
Buzz Impact measures the level of public discussion and engagement generated by the campaign across social platforms (Sharma, 2021).

Metrics:

To evaluate the Buzz Impact of the ads, several key quantitative & qualitative metrics were used. It includes Reach (Total Views, Engagement Volume, ER, Hashtag Usage, Audience Sentiment). These indicators measure how widely the campaign spread and how strongly audiences interacted.



CAMPAIGN IMPACT



REELS VIEW

BUZZ & ENGAGEMENT

- Campaign launched globally across 8 markets (US, Canada, Mexico, UK, Brazil, Germany, UAE, China)
- Channels Spread: Out-of-home, Instagram, TikTok, influencer partnerships, earned coverage
- CEO and influencers promote strongly on LinkedIn and social platforms
- “impossible to ignore” give the implication of high shareability and positive sentiment.

AUDIENCE BEHAVIOR

Shourya Madaan · 3rd+
Ex Summer Intern @Amul | 4M+ Impressions | P...
3w · 🌐

French fries boxes are never gonna look the same again...

Heinz just dropped their Looks Familiar campaign, and it's pure marketing genius

They noticed something we all see but never think about French fries boxes worldwide look just like their iconic Keystone logo

Running in 8 markets (US, Canada, Mexico, UK, Brazil, Germany, UAE, China)

It connects two things that naturally go together: fries + Heinz ketchup

Here's why it works so well:

- Simple : uses something we already see, no need to create anything new
- Fun : makes people feel like they're in on it
- Smart : reminds us of Heinz exactly when we eat fries
- Global : works in any country without needing translation

The best campaigns don't invent they spot what's already there and make it unforgettable

Hats off, Heinz team!

What hidden brand connections have you noticed? Share below!

[#MarketingStrategy](#) [#Branding](#) [#Heinz](#) [#CampaignBreakdown](#)

Vinit Wala · 3rd+
Social Media Strategist | Content Creator | Brar
4w · 🌐

How Heinz Turned Fries into Their Logo 🍟👉

Fries are the world's most ordered food item. But her always served with Heinz ketchup.

So Heinz flipped a simple observation into one of the

- 👉 The brand noticed that fries boxes across restaura just like their keystone logo.
- 👉 The ad? Just a simple border drawn around a fries and production, no gimmicks. Just sleek, minimal an

The result?
Suddenly, every fry box became a subtle reminder of simplicity.

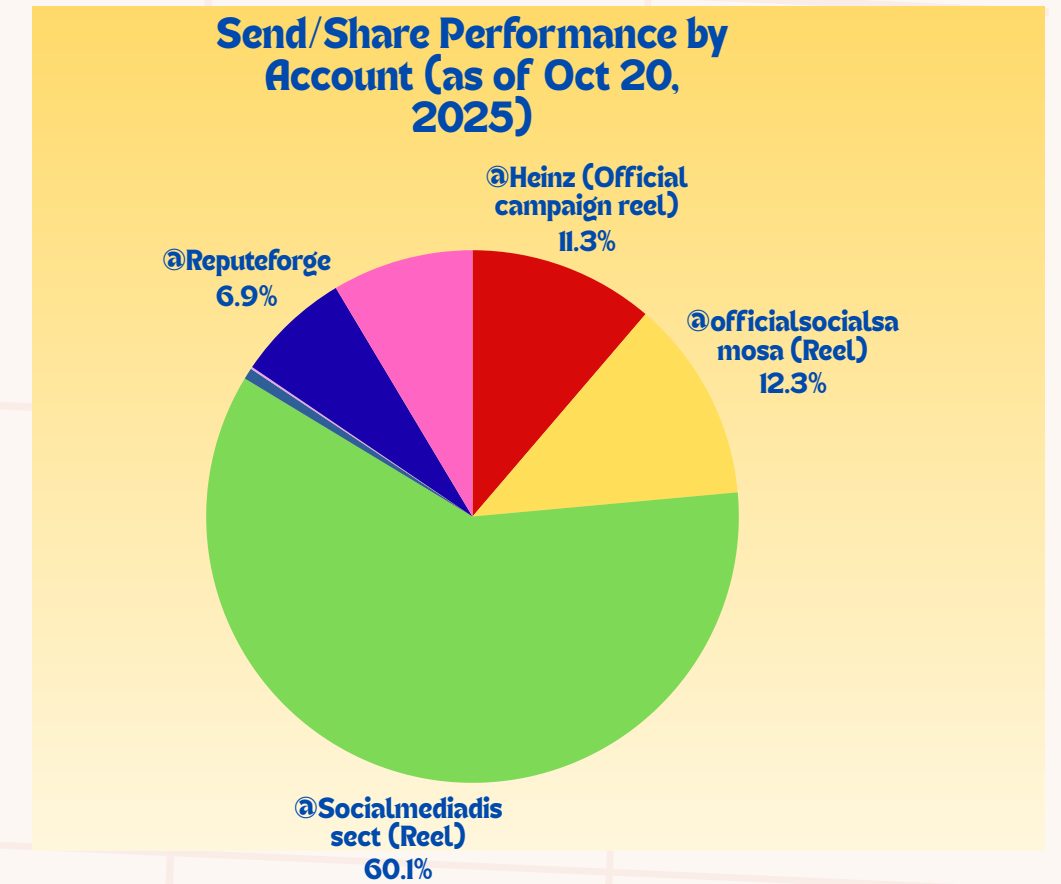
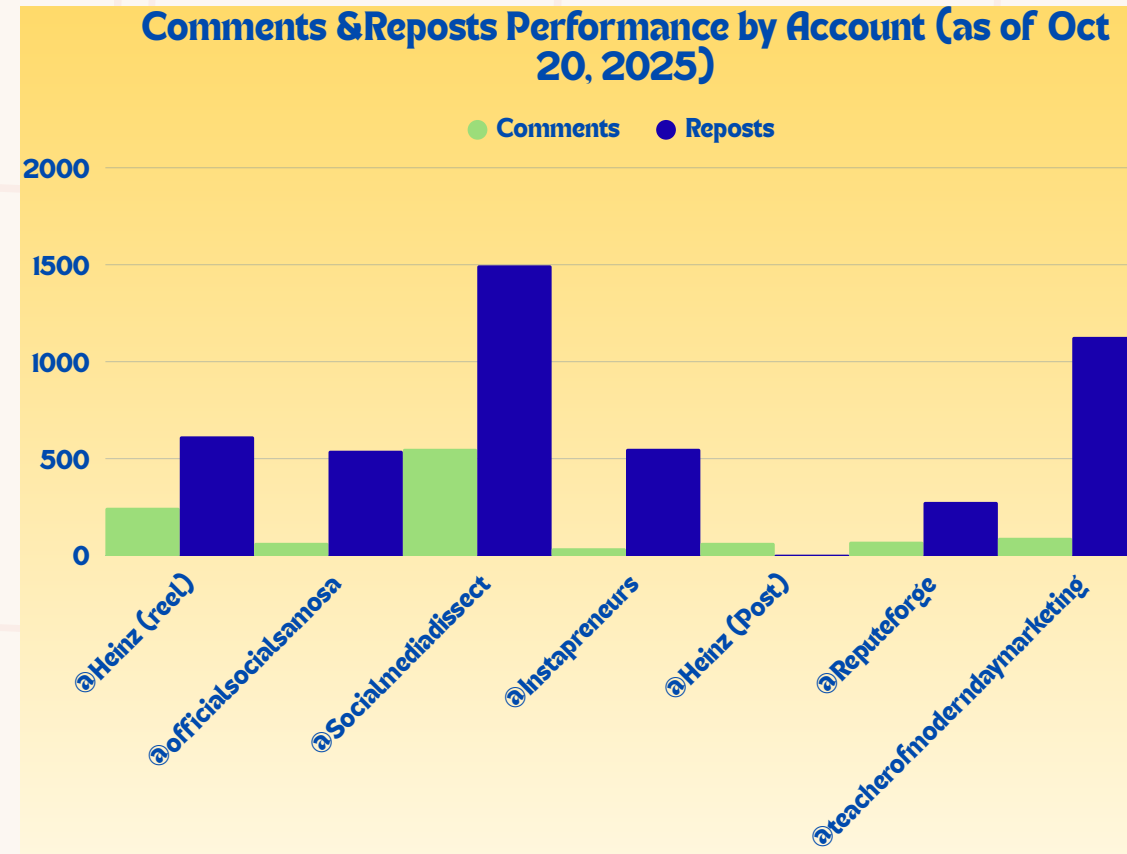
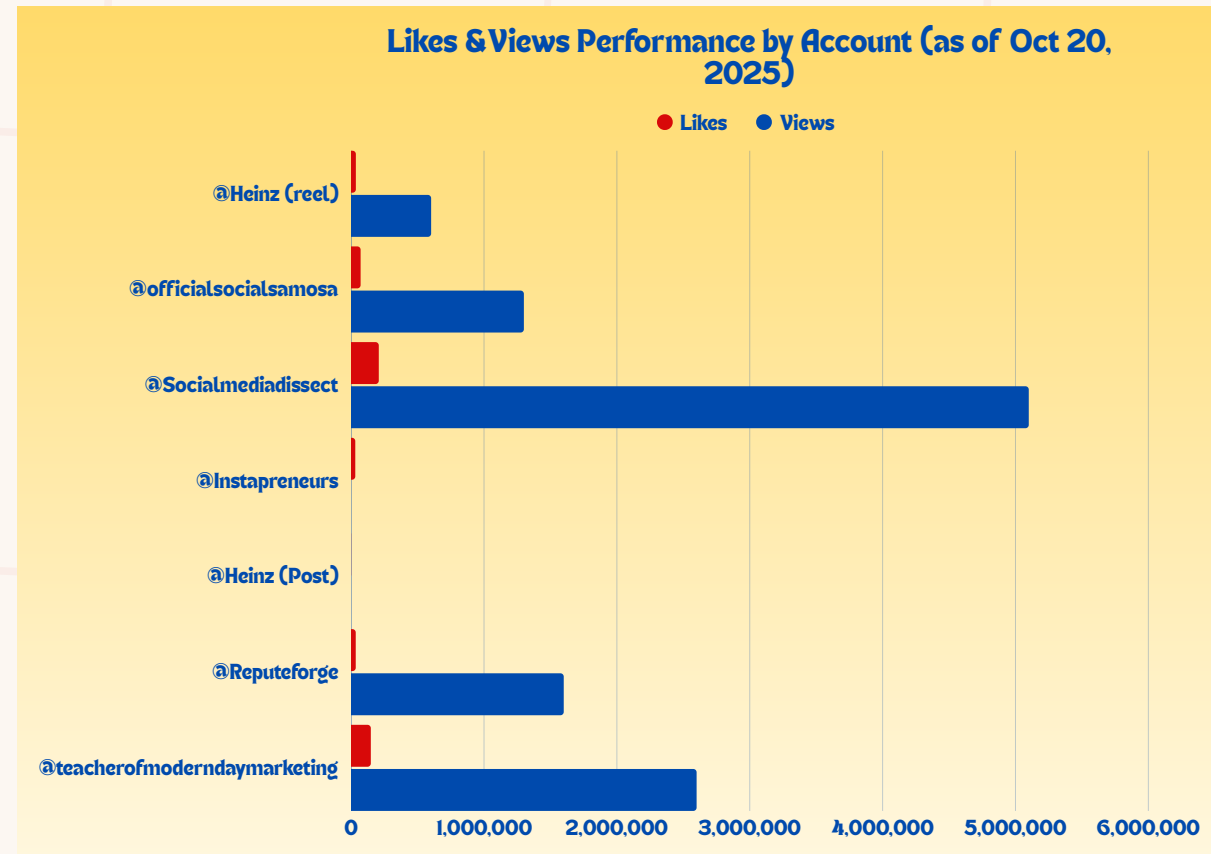
The Marketing Genius:
By visually linking fries to their logo, Heinz reinforced Heinz are inseparable.

This is what marketers call owning a category cue.

What are your thoughts on this smart campaign? 🍟



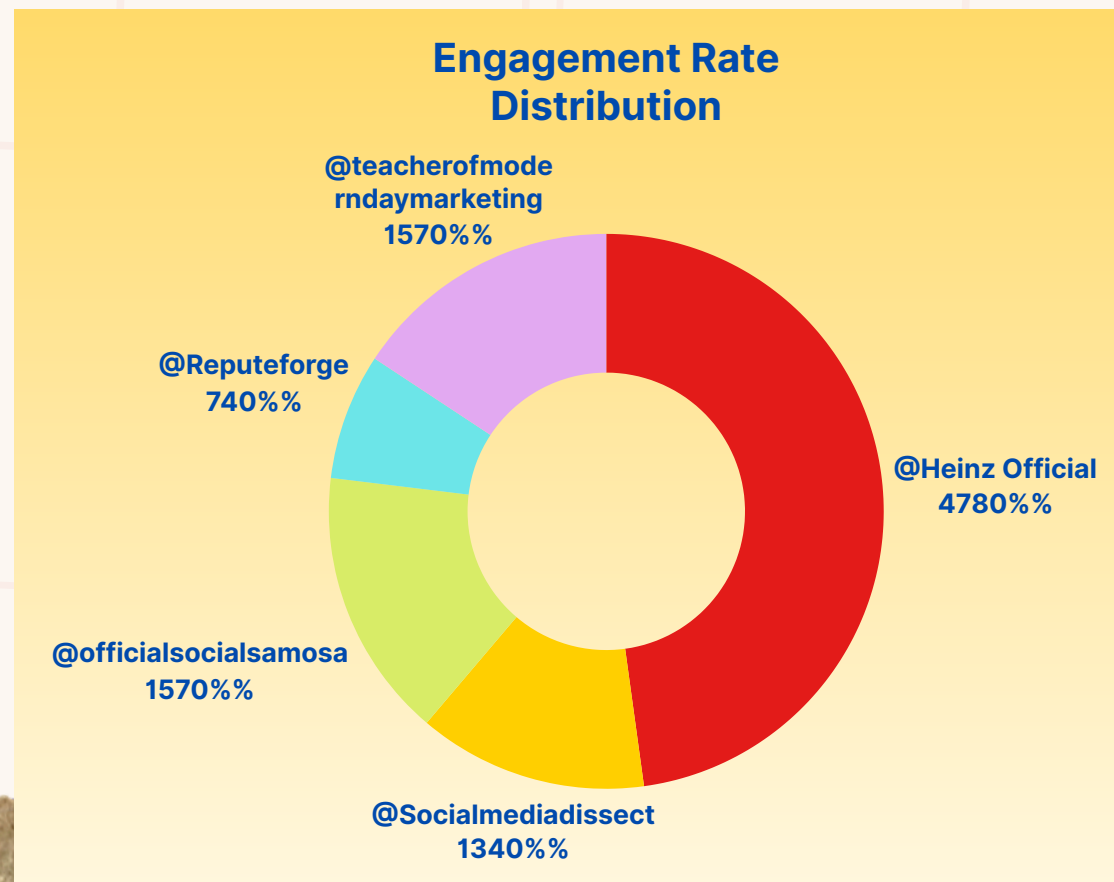
BUZZ IMPACT OVERVIEW



Total views
11.2M

Avg Comments
182.3

Avg Reposts
677.2



Source	Date
@Heinz (Official campaign reel)	9.9
@officialsocialsamosa & @advertisingarchives (Reel)	9.11
@Socialmediadissect (Reel)	9.12
@Instapreneurs	9.14
@Heinz (Official Post)	9.25
@Reputeforge	9.30
@teacherofmoderndaymarketing	10.2

BUZZ IMPACT ANALYSIS

Total views

11.2M

Total Interactions

5,157

Avg Engagement Rate

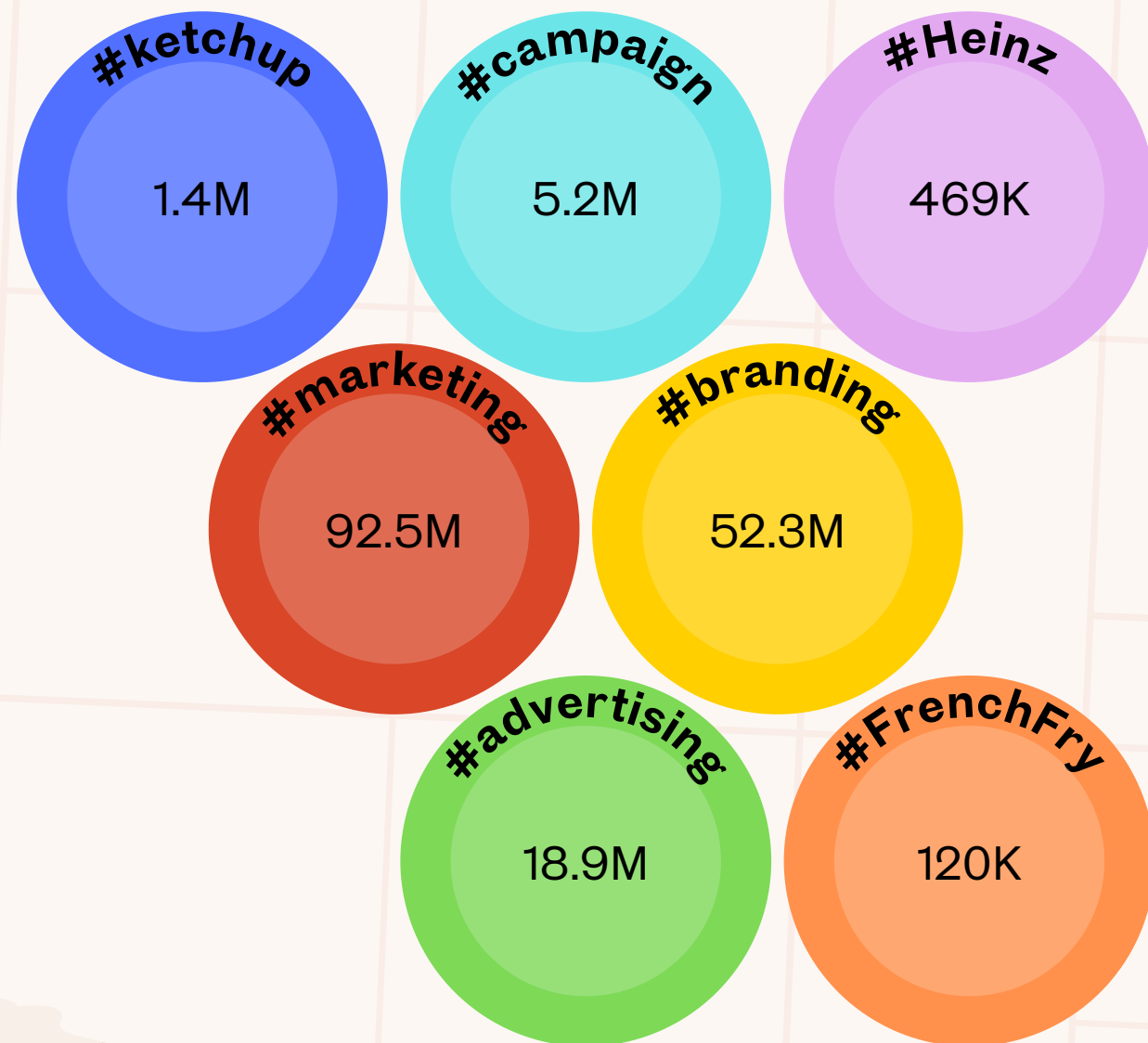
0.05%

Top Performing Account

0.14% (official)

Widest Reach

@SocialmediaDissect
(5.1M views)



“SO SMART ”
“HEINZ IS A UNIVERSAL LANGUAGE”
“THE MARKETING ”
“HEY MARKETING TEAM IF U R
READING THIS- GENIUS IDEA”

Comments ScenShot



SUMMARY

1. The Heinz “Looks Familiar” campaign generated strong buzz across **both official and third-party marketing accounts**.
2. Total campaign views **exceeded 11.2 million**, demonstrating wide organic reach driven by multiple influencer and industry media accounts.
3. Across platforms, the audience response was **overwhelmingly positive**. From comments we can see admiration for the **simplicity, creativity, and brand consistency** of the campaign.
4. Influencer & industry media account engagement amplified **visibility and credibility**.
5. The buzz also expanded through hashtags with huge influence.
6. Overall, the campaign shows a **balanced performance** between wide visibility and positive emotional engagement, transforming everyday fries into a universal symbol of Heinz.

AUDIENCE BEHAVIOR :

This section evaluates how the campaign encouraged audience participation through clear calls-to-action (CTAs) and measurable outcomes.

In digital marketing, Audience Behavior theory emphasises how strategic communication design encourages audiences to transition from passive observers to active participants. Call-to-Action (CTA) is the mechanism that guides users toward measurable behaviours such as clicks, shares, and content creation.

According to Trovato (2024), effective CTAs integrate design, language, and psychological triggers to enhance user engagement and conversion rates. Similarly, Cripps, Söderström, and Norberg (2023) wrote that CTAs with high clarity, intuitiveness, and transparency significantly improve user interaction by lowering cognitive effort. Moreover, influencers' credibility and alignment with audience interests will increase these behavioural effects (SpringerLink, 2024), which reinforces the persuasive power of social validation in digital ecosystems.



Tuesday, September 9, 2025 8:01 AM

Look Familiar? HEINZ Reveals the Striking Similarity that Fry Boxes Look Like the Iconic HEINZ Keystone in New Global Creative Campaign

✉ 📄 📶 +

Highlighting the inextricable link between the iconic duo, the brand teams up with Uber Eats to prove that you can't have fries without HEINZ

CHICAGO & PITTSBURGH & LONDON--(BUSINESS WIRE)-- Today, HEINZ, the global leader in ketchup, announces a new global creative campaign - "Looks Familiar," highlighting the remarkable revelation that fry boxes across restaurants globally are shaped just like the unmistakable HEINZ Keystone logo. Living across eight global markets, the campaign demonstrates the inextricable link between the universally loved duo, showing fans all over the world that you can't have fries without HEINZ.

LOOK FAMILIAR?

The french fry obsession is real, in fact they are the most ordered food item globally on Uber Eats¹ and remain a staple on more than half of all restaurant menus around the world.² Yet while fry boxes look strikingly similar to their condiment counterpart, fries aren't always served alongside HEINZ ketchup. Starting today, HEINZ is teaming up with the global delivery app Uber Eats to ensure fry lovers always have HEINZ.



Summary

From the article, the campaign cleverly replaced a traditional "Buy Now" call-to-action with contextual behavioural cues. As noted in the press release, Heinz partnered with Uber Eats and Carl's Jr. to offer app promotions and product stick, which motivated users to order fries, tag Heinz, or share content. These subtle reminders created a substantial, unconscious CTA loop, where users voluntarily participated, reinforcing brand association between fries and Heinz without explicit persuasion.

"It shows fans all over the world that you can't have fries without HEINZ."
 — The Kraft Heinz Company, 2025

The future of digital and social media marketing lies not only in capturing attention but in driving meaningful consumer actions that can be measured and optimized.”

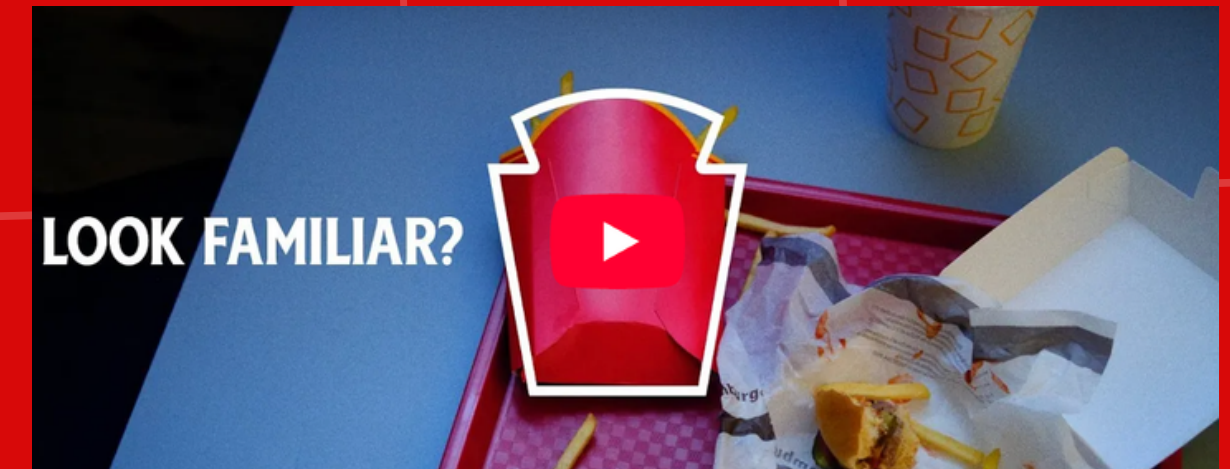
—(Dwivedi et al., 2021).

Dwivedi et al. (2021) mention that personalised and precise targeting messages tend to drive higher click-through rates (CTR) because audiences feel personally addressed and motivated to engage. Also, Purnomo (2023) finds that integrated digital marketing strategies combine social media interaction, content storytelling, and incentive mechanisms to transform simple views into meaningful conversion behaviour such as sign-ups or purchases.

CAMPAIGN IMPACT



BUZZ & ENGAGEMENT



AUDIENCE BEHAVIOR

Although “Look Familiar?” is a recent campaign (launched in September 2025) and there are no official reports on CTR, conversion, or sales improvement yet, the available evidence shows a positive impact among audiences.

The campaign provided a subtle but effective reason to act, which turned recognition into participation. When users were encouraged to share, comment, and repost once they “noticed” that fry boxes resembled the Heinz logo. This visual discovery worked as an implicit call to action, in some way generating organic engagement without a direct “click” or “buy” message. According to news reports about the promotion, Heinz has worked with Uber Eats to offer half-price ketchup with fry orders in many countries. This cooperation links to potential transaction, which improves the measurable conversion path even without public CTR data.

Overall, Heinz uses their own way to transform a creative visual cue into real consumer participation and potential sales behaviour successfully, even without a traditional CTA.





HEINZ

PART 3

CAMPAIGN RECOMMENDATION

SWOT

STRATEGY & IMPACT

* STRENGTHS

Brand Recognition Strategy
Used Heinz's strong brand identity (**Keystone logo shape**) to trigger subconscious brand association

Multi-Platform Integration
Connected offline ads with **online social media and Uber Eats** to build a complete journey from awareness to transaction 

Emotional Resonance
Created emotional resonance through the universal pairing of **fries and ketchup**

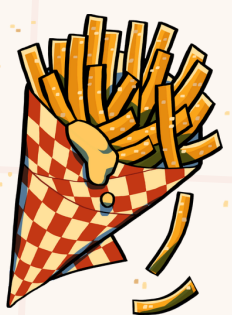
* WEAKNESSES

Low Conversion Focus
The campaign prioritized creative **recognition rather than driving behavioral conversion**

Weak CTA
Limited transactional elements beyond UberEats partnership in select markets

Brand Clarity Risk
Too much focus on **subtle design cues** caused brand recognition challenges

HEINZ OR MCDONALD'S?



* OPPORTUNITIES

Optimize E-Commerce Integration
Increase **micro/nano-influencer collaborations** for authentic regional storytelling, and use **shoppable social media integrations**

Strengthen CTA & Conversion Mechanisms
Implement action-oriented CTAs: "**Order Heinz on UberEats now**" or "**Find Heinz here**"

Capitalize on Health Trends
Growing demand for **organic** and **clean-label** condiments

* THREATS

Competitive Market
Ketchup market faces intense competition from private labels offering various **comparable products at lower prices**

Market Fragmentation
Fries=Heinz isn't a **universal idea**, since condiment tastes differ widely by culture.

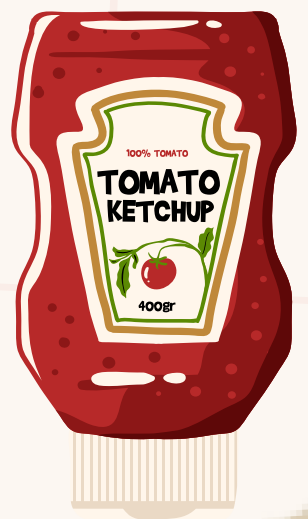
CONSOLIDATED



KETCHUP MARKET →

SOURCE: MORDOR INTELLIGENCE

FRAGMENTED





HEINZ

S & W

STRATEGY & IMPACT

STRATEGIC RECOMMENDATIONS

EXPECTED IMPACT

STRENGTHEN CTA



Create sense of urgency with limited-time offers: *“Limited Time: 50% Off Heinz When You Order Fries”*

Add prominent CTAs to campaign assets: *“Get 50% Off Your Next Bottle”*

OPTIMIZE DIGITAL EXPERIENCE



Implement *A/B testing* on landing page CTAs to optimize *“Buy Now”* vs. *“Order Delivery”* messaging

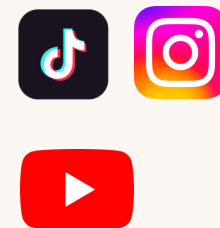
Capture campaign viewers and serve *follow-up ads with promotional offers*

ENHANCE CROSS-PLATFORM MESSAGING



Repurpose *30-second campaign video* into platform-specific formats

Create social posts featuring *“Perfect Pairings,”* showcasing fun *Heinz + fries recipes* that inspire users and drive traffic to *online stores*



Improved Audience Engagement

UGC campaign expected to drive 40-50% increase in branded social mentions



Enhanced Brand Visibility

Stronger CTAs and shoppable integrations will increase **click-through rates** by estimated 25-35%



Measurable Behavioral Outcomes

Optimized landing pages with A/B tested CTAs expected to **improve conversion rate** from web traffic by 20-30%



Long-Term Brand Equity

Health-focused sub-messaging will attract **health-conscious consumers**, positioning Heinz for future growth



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