

Heinz Ketchup to Return to Super Bowl Airwaves

PITTSBURGH — (Business Wire) — During Super Bowl XLVIII, Heinz® Ketchup will air a 30-second television commercial, marking its first appearance in the Big Game in sixteen years, and only the second appearance in the brand's history.

“Heinz's participation in the Super Bowl is an opportunity to remind consumers of the love they have for this iconic brand,” said Bill Ulrick, Senior Brand Manager for Heinz North America. “The commercial investment is part of a larger effort to renew our commitment to engage with our great fans.”

America's Favorite Ketchup® has been a mainstay in national celebrations for generations, inspiring unique, happy memories associated with the iconic brand. As such, the advertisement will highlight the belief that when someone picks up a bottle of Heinz® Ketchup, they're triggering all the happy memories they've experienced over the years where Heinz was present.

The advertisement is part of a campaign encouraging ketchup fans to share how they enjoy Heinz products. Specially marked ketchup bottles can be found in restaurants and in stores from now until February 23, 2014; a QR code on the back will take you to a landing page where you can enter a photo with a favorite Heinz product for the chance to win more than \$400,000 in prizes, including five grand prize trips to the five biggest championship sporting events of the winners' choosing over the next year. For more on the “Show Us Your Heinz” campaign, visit www.ShowUsYourHeinz.com [1].

The commercial was created by Heinz's agency of record, Chicago-headquartered Cramer-Krasselt (C-K).

ABOUT HEINZ

H.J. Heinz Company, offering “Good Food Every Day™,” is one of the world's leading marketers and producers of healthy, convenient and affordable foods specializing in ketchup, sauces, meals, soups, snacks and infant nutrition. Heinz provides superior quality, taste and nutrition for all eating occasions whether in the home, restaurants, the office or “on-the-go.” Heinz is a global family of leading branded products, including Heinz® Ketchup, sauces, soups, beans, pasta and infant foods (representing over one third of Heinz's total sales), Ore-Ida® potato products, Weight Watchers® Smart Ones® entrees, breakfasts, desserts and snacks, TGI FRIDAY's® frozen snacks, and Plasmon® infant nutrition. Heinz is famous for its iconic brands on six continents, showcased by Heinz® Ketchup, The World's Favorite Ketchup®.

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