

# Case study: Heinz, the one for Footy

Heinz showed footy fans how they're the perfect match on and off the field with key integration pieces into AFL narrated by world-class presenters.



## TOMATO SAUCE OR KETCHUP?

Do you know the difference? Over 70% of Aussies did not know if there was a product difference between the two. Ketchup is packed full of tomatoes that make it thick and we all know thicker is tastier. So Heinz needed to clear up any confusion and encourage Aussies to upgrade to Heinz; by showing them that "Thicker is Tastier". Spark Foundry, knowing there's nothing more Australian than Footy; and only one ketchup that can complement footy foods, found Heinz the perfect and most contextually relevant match with integration into AFL broadcast.

## UPGRADING LOCAL FOOTY

Heinz surprised local footy clubs by upgrading their ranks with AFL legends and Channel 7 presenters Cameron Ling, Katie Brennan, Nick Riewolt and Brian Taylor making a special appearance for match day to give their advice, support and motivation. This helped grab the attention of fans from the grassroots up. Heinz provided the fuel to these integration pieces as everyone involved came together to enjoy a post-match snack.

## RECORD RESULTS

These integration pieces achieved mass reach with Seven's AFL broadcast reaching over 7.5m Australians. Supported by shared sponsor billboards and airtime, before being propelled further afield as they were extended to Seven social and all Heinz digital assets. The campaign kicked some major goals exceeding overall sales expectations for Heinz ketchup by 23% – clearly the audience understood that Heinz Ketchup is better, thicker & tastier.

## GRAND FINAL DAY

Seeing what AFL integration could do for ketchup; Heinz took their baked beans into Grand Final day with the ultimate integration piece; helping power Seven's commentary team to get them through a long day. With it being Brian Taylor's first Grand Final match call, we saw him nervously practice for the big event, bringing comedy to the kitchen where Hamish McLachlan struggled to make his morning jaffle with Heinz baked beans and Lingy proving he had it all in hand!

"The "Upgrade to Heinz" campaign was a major milestone for the Heinz brand. The task was clear: achieve impact, reach and resonance. Working closely with 7Sport, we married iconic Seven presenters with an iconic household brand creating content that kicked major goals."

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