



## Heinz Ketchup “Our Turn to Serve” Campaign

**Project Overview:** Heinz Ketchup launched a Veterans Day campaign encouraging Americans to thank our veterans and raise money for Wounded Warrior Project. The campaign drove consumers to retail and restaurant locations where they could scan a QR Code on the back of a Heinz Ketchup bottle and send a personalized message of thanks to a veteran. For each message sent, Heinz donated \$1 and an additional 57 cents for each message shared on Facebook or Twitter through the campaign, up to \$250,000.

### Strategies:

- Spread the news through crafted press announcements, tactical Facebook posts and strategic outreach to target outlets
- Focus on donation component to drive news and call-to-action for consumer participation
- Enlist a credible 3<sup>rd</sup> party spokesperson to deliver story (Adam Silva of WWP)

### Media Outreach Details:

- **Social Media**
  - Utilized social media channels and blogs to announce the partnership and encourage participation
- **Press Release**
  - Announce partnership and highlight call-to-action
- **Radio**
  - Executed Radio Media Tour (RMT) and distributed Audio News Release (ANR) to communicate partnership with WWP and drive call-to-action
- **Targeted Outreach**
  - Seeded short lead CSR reporters, military blogs, and online food and lifestyle reporters

### Results:

- 66MM+ Total Impressions | 2,066 placements | 100% positive coverage | 90% message pull-thru
- Exceeded impressions goals of 23-32 MM
- Delivered CPM of \$0.60 (*far exceeding campaign goals*)
- Met fundraising goal and exceeded goal of thank you messages sent
- Generated approximately 5,000 new LIKES to the Heinz Ketchup Facebook Page | 1,000 shares on Twitter and 18.5 MM online media impressions
- Coverage Highlights: *Delish, ArmyWide101, The New York Times, HuffPost IMPACT, Packaging Digest, USA Today’s Kindness Column*