



Advertising at work

OBJECTIVE: To reinforce the operators' view of Heinz Single Serve Ketchup as his customers' first choice for taste.

STRATEGY: Make the connection clear and obvious between 14-oz. and Single Serve for a commitment to quality and customer preference.

MESSAGE: Recent tests prove Heinz Single Serve Ketchup is unsurpassed in taste. The classic bottle on every packet helps show it's the same rich, familiar flavor and thick consistency that makes Heinz famous.

CREATIVE: One picture is worth a 1,000 words. What better way to get the point across that Heinz Single Serve Ketchup is the ketchup patrons expect to be served. There it is... a 14-oz. bottle filled with Single Serve packets. That says it all!

AUDIENCE: **Restaurants & Institutions, Restaurant Business, Restaurant Hospitality** and others will carry this two-page ad to more than half a million readers nationwide...including your key operators.

CLEARLY THE LEADER

Recent taste tests prove Heinz Single Serve Ketchup is unsurpassed in taste.* It's the same great ketchup taste your customers expect from the familiar Heinz bottle that's shown on every packet and reflects your strong commitment to quality. These are just a few of the reasons to make Heinz your Single Serve Ketchup... after all, your customers deserve the Ketchup that is clearly America's favorite.

*Based on paired comparison tests—June 1988





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