

















HEINZ  
ESTD 1869

# WAKE IT UP

## PROBLEM

The ketchup category is declining as consumers explore more condiment options, like hot sauce and BBQ sauce, amid economic uncertainty.

## SOLUTION

Make Heinz Jalapeño ketchup synonymous with breakfast by showing up at the most important meal of the day.

## KETCHUP MOBILE

Donate



## SPICE UP YOUR STAPLE



## THE BREAKFAST TIMEZ



## #WAKEITUP

1 post = dollar donated





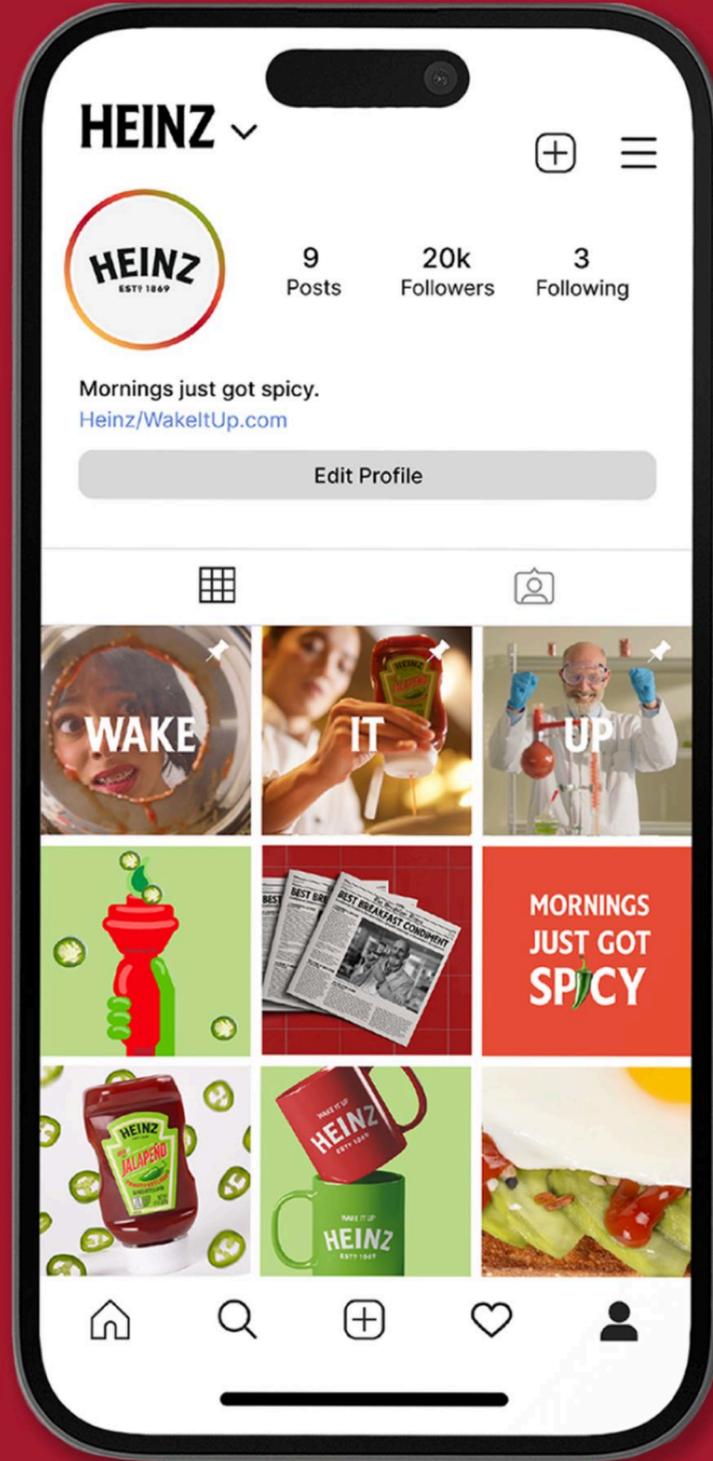




MORNINGS  
JUST GOT  
SPICY



SPICE  
UP YOUR  
STAPLE



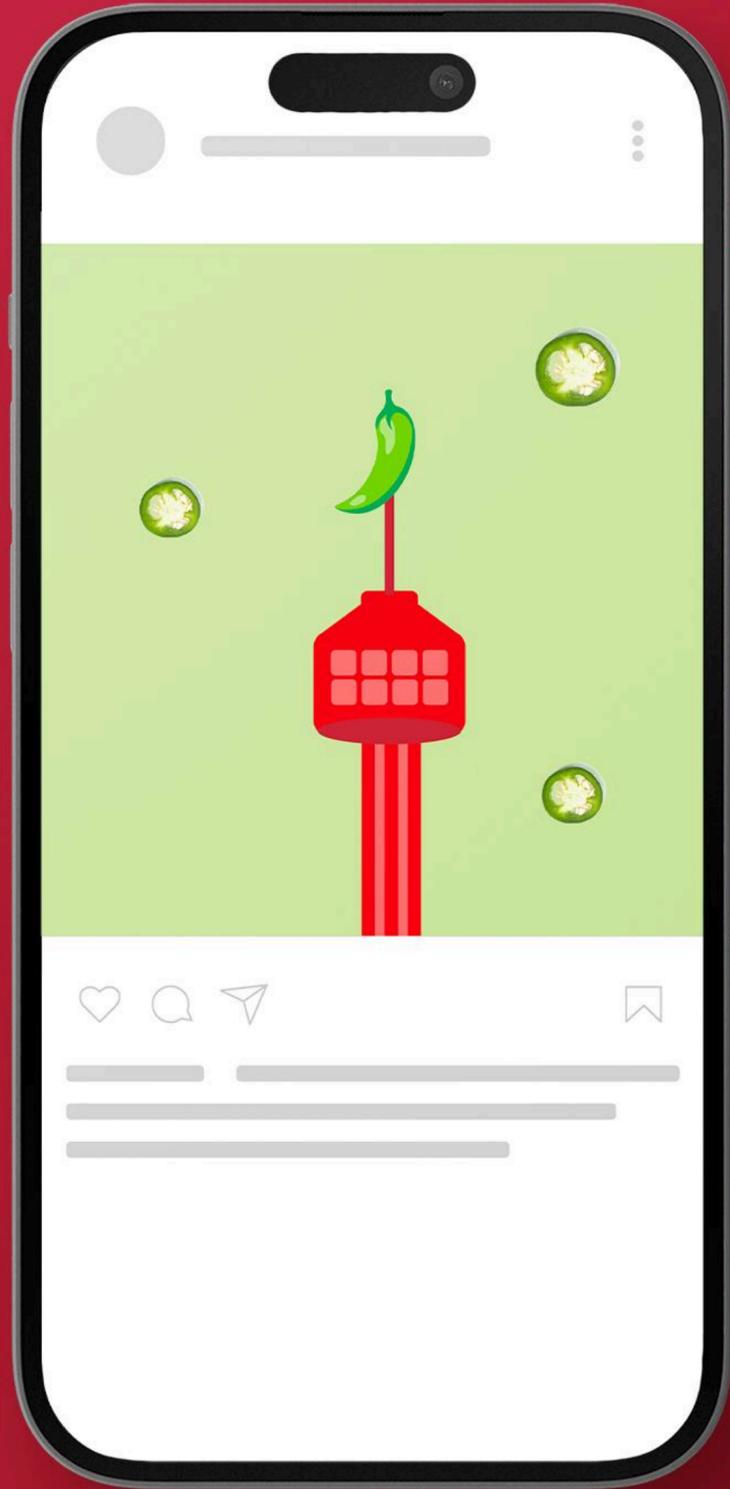








































**HEINZ**  
ESTD 1869  
**JALAPEÑO**  
TOMATO KETCHUP  
BLENDED WITH JALAPEÑO  
NET WT 14 OZ (396g)  
20 YEARS OF SAUCE



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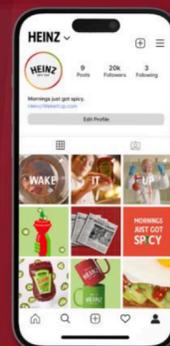


## THE BREAKFAST TIMEZ



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**THANK YOU!**