



Brief set by

Heinz

In collaboration with

Emily Evans, Born Social

Label Heinz the only food worth pausing online life for

Deadline

21 March 2023, 5pm GMT

The backstory

For the past 150 years Heinz has been best known as a family-friendly brand rooted in nostalgia for products like ketchup and beans. But they are now looking to reimagine the Heinz brand for the next 150 years, to define themselves as a global icon, led by the consumers of today rather than the past. This goal is led by one mission: to become the world's most irresistible food brand (in more ways than one). To do that, they need to reach audiences in new, unexpected places.

Where does today's consumer spend a large portion of their time? Online in the gaming space. Whether it's the average of 11 hours a week spent gaming, or the countless additional hours watching others do the same on streaming platforms, audiences are refocusing their time to the screen. But when you're in the flow of gaming, streaming, and viewing, hunger can strike hard... sometimes with disastrous consequences if you're mid-game.

What's the challenge?

Create a global PR-able moment that makes Heinz the irresistible brand of choice to stop, rest and recharge amidst universal gaming moments that your audience shares; whether that's mid-game, stream or view.

Your PR-able idea should use the Heinz masterbrand at its centre, but you can explore how this might be altered for different markets where it may vary which Heinz products are most relevant or popular. To drive the irresistible nature of Heinz, they have created four key pillars. Your response should use one of these pillars to focus your idea (see *Further information* for more details):

Acting as Tastemaker – create ground breaking experiences by embracing and influencing the changing landscape of consumer tastes and culture

Focusing on Nutrition – through always using the highest quality and real ingredients

Creating a sense of Belonging – because as a brand everyone is welcome at their table

Protecting the Planet – through focusing on soil health, as irresistible taste starts with better soil

Who are we talking to?

Gamers, streamers and the people that watch them around the world. You can choose to keep the focus global, or explore how your idea would work for a specific market (but consider how the idea could gain traction around the world). These audiences come from a huge range of backgrounds; how could your idea talk to people who often don't see themselves represented in traditional gamer-centric campaigns?

Things to think about

Build on the past

Looking for some inspiration on what a relevant gaming moment might mean? Take a look at Heinz Hidden Spots – a D&AD Pencil-winning idea that went viral by helping gamers find a quiet spot in-game so they could refuel in real life. How can your idea build on this success and help cement Heinz as the irresistible food brand of choice for a gaming moment?

What's your insight?

Nailing this brief will rely on finding the right moment to intercept your audience's experience to give them a real-life moment with Heinz. The reason Hidden Spots worked? It flipped the 'hiding' moment that was so often ridiculed in the gaming space into something valuable to players. What could your 'Hidden Spots' be?

Make some noise

To be successful, your idea needs to make some noise. Think about what will make your idea get people to sit up and pay attention. A PR moment is nothing without eyes on it.

Social media creators and influential gamers are a huge part of creating excitement and noise in this space. How could you use these key players to spotlight your idea?

Make it relevant

Make sure you start with one key pillar and centre your idea around it. Think about the types of games that might be the most relevant to each pillar, or the communities that might be most engaged with those ideas, and work from there.

But don't take away from the game experience itself. Your idea should centre on solving a game intention *whilst also* providing a taste moment.

Skip these...

Heinz don't want to become synonymous with junk food, so think about how you can avoid this with your response. Remember, there's more to Heinz than condiments.

And this is about bringing taste to the IRL, so make sure your idea has life beyond the digital realm.

The important stuff

Create a PR-able moment in the gaming space to make Heinz irresistible.

Present:

Your solution. Clearly explain your idea and how it would work.

Your creative process. How you arrived at your solution, and key insights from your research – especially audience insights.



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What and how to submit

Read **Preparing your entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further Information

Helpful links

Heinz Hidden Spots

youtube.com/watch?v=8C7lqeK6Aes

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