

## Heinz and Colored Ketchup



Grab Your Buns and Brace Yourself

## KIDS AND KETCHUP



- Children are the No. 1 consumers of ketchup-- more than half of all ketchup in the United States—roughly 5 billion ounces annually.

## PRODUCT PLATFORM

- Heinz products
- Addition to product line



## SUCCESS FACTORS

- Customer Based Success
  - Customer Satisfaction, Customer Acceptance, Repeat Customers
- Financial Based Success
  - Revenue, Profit, Payback Period, Rate of Return, Market Share
- Technical Based Success
  - Performance Specifications, Time to Volume, Development Cost, Quality, Performance to Schedule, Innovativeness, Competitive Advantage

## SUCCESS FACTORS

- Development for over a year
- Recognized brand name
- No repair or service required

## BRANDING

- Strong brand equity
- New generation



## PACKAGING

- Bright colors
- Fun, playful appearance
- Vitamin C additive



## MARKET RESEARCH

- Child focus groups
- Color Marketing Group (CMG)  
What colors appeal to kids

## ADVERTISING

- Kids' WB! online sweepstakes
- Celebrity spokespeople
- Cross marketing and co-branding with Shrek and Burger King

THANK YOU!

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