

A PUZZLING EXPERIENCE

570 Heinz-red pieces frustrate, delight home-bound audiences.

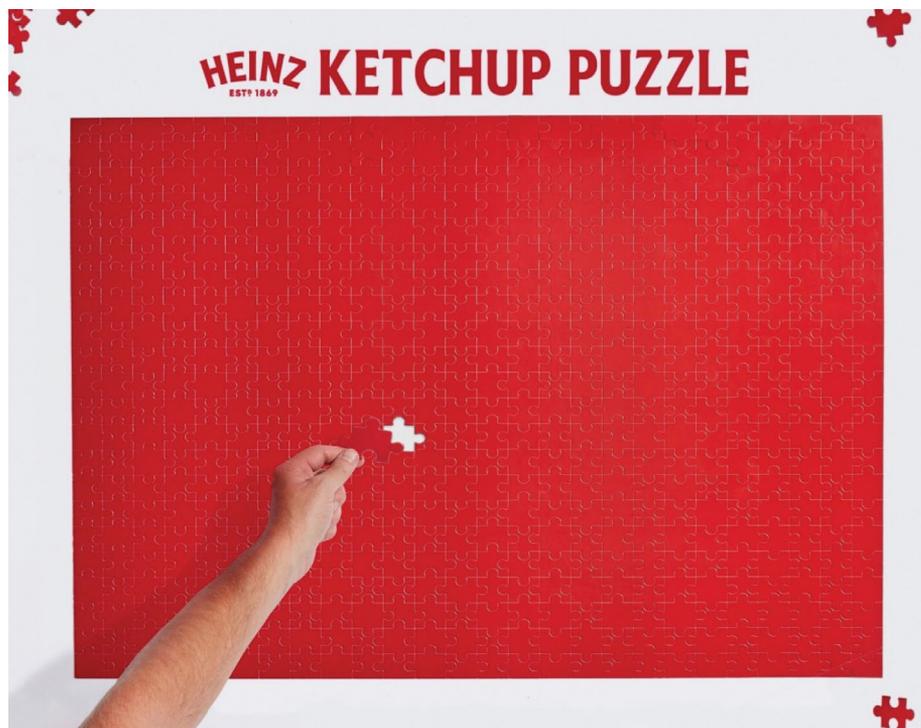
Lockdown catapulted us back in time, as old pursuits became popular again. People are playing board games and cards, reading books and piecing together puzzles. For many, family time has moved from concept to reality.

At a time when home-bound audiences had more time on their hands, and less appetite for staring at a screen, Heinz wondered about reinforcing nostalgia in a fun, relevant way. So it launched a pandemic-inspired social media contest with promotional puzzles for winners.

Contestants were asked who they'd most like to finish the puzzle with, and 57 winners were chosen. *"Fifty-seven has been associated with the Heinz brand since 1869 and using it in the campaign gave a nod to the company's legacy,"* says Brian Neumann, Heinz's senior brand manager.

The puzzle's 570 pieces are all the same monotone red. The campaign went viral, effectively linking the relaxing pastime to Heinz's slow-pouring ketchup. The puzzle was so successful that Heinz brought it back for the holidays, with a promotion supporting Food Banks Canada. Rolling it out to another 16 countries, the puzzle generated \$22 million in earned media, and ketchup sales increased by 17.9 per cent in Canada.

Heinz knows that all good things come to those who wait and recognizes the power of marketing when all the pieces fit together. This engaging idea boosted emotional connection by bringing together context, marketing and customer experience.



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