



# REMEMBER THE BLUEBERRY RECALL?

There isn't a single online media platform, talk show, or newspaper that hasn't covered this. If you ask people about this event now, you can count on them immediately linking it to the blue supermarket.

We want to use this media attention to our advantage.





People are used to company's recalling  
their defective products,

**BUT WHY CAN'T WE RECALL THE  
COMPETITOR'S PRODUCTS?**

We **boldly** grab their attention.

“A HEINZ RECALL??!”

“Oh wait, it’s not about their own products...”

By making people think that something has gone terribly wrong, you instantly grab their attention. Only to reveal it’s not about our products at all, but the competitor’s.

The tone of this campaign may appear serious at first, but once people start reading our outtings it will be very clear that it is a joke. We don’t want to say other brands have bad curry but just want to imply that Heinz’s new curry is the better choice.

# HEINZ CURRY TERUGROEPACTIE

## Kwaliteitswaarschuwing!

Na de succesvolle lancering van Heinz Curry, zijn overige curryproducten overbodig geworden. Wij bij Heinz begrijpen dat u niet weet waar u die oude curryproducten moet laten. Daarom heeft Heinz, in het kader van onze verantwoordelijkheid, besloten om alle overige curry terug te roepen.

## Wat te doen?

Ga naar de website van Heinz, en vind makkelijk een inleverpunt bij u in de buurt! Om u tegemoet te komen wisselen wij uw oude curry in voor een kwaliteit curryfles van Heinz.

## Om welk product gaat het?

Alle currysauzen op de markt, met uitzondering van Heinz.

# HEINZ GOES INTO CRISIS MODE

We communicate exclusively through channels where you'd expect a recall announcement. This way, our message feels believable at first glance.





# OUT WITH THE OLD, IN WITH THE NEW

All ads lead to our website, where people can find the nearest curry drop-off point and get more information about the campaign.

At these locations, people can trade in their old curry sauce for a bottle of the new Heinz Curry. But handing something in isn't required! We'll also be giving out Heinz Curry samples at these points. This way, it's the perfect opportunity to let consumers taste Heinz Curry for themselves.



# A JOKE WITH A LIFE OF ITS OWN

As the campaign comes to an end, we'll post playful AI-generated videos on social media. Made in the same style already used on Heinz's channels.

In these videos, we'll show the aftermath of the campaign in all kinds of ways: from a news-style report at a station during the event to a visit to the local recycling center.

\*CLICK ON THE VIDEO'S\*





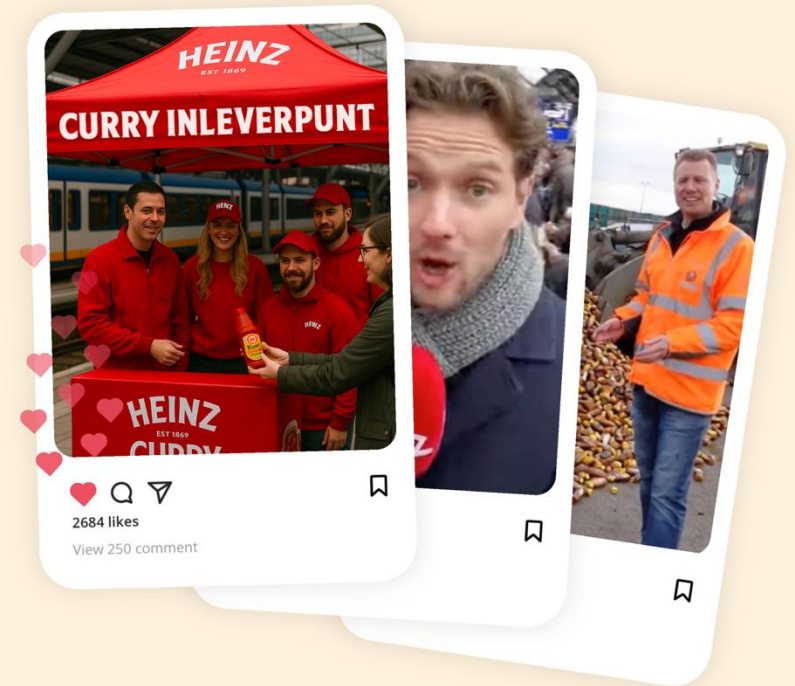
# “A HEINZ RECALL??!”

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**But why can't we recall the competitor's products?**

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As the campaign comes to an end, we'll post playful AI-generated videos on social media to create even more engagement.



All ads lead to our website, where people can find the nearest curry drop-off point and learn more about the campaign.

At these locations, they can swap their old curry sauce for the new Heinz Curry or simply grab a free sample. It's the perfect chance to taste Heinz Curry for themselves.





# THANKS!

