



Super Bowl Promotion

The program works in 4 simple steps

1 Consumer scans QR code on back of bottle

2 Consumer will be entered to win

3 Consumer shares their participation in the program

4 If grand prize winners are from your restaurant...YOU WIN!



Clear Prize Values advertised



Super Bowl labels shared across Food Service and Retail

“Talking” label invites consumers to submit a picture with Heinz products to enter the consumer sweeps

Eligible Items:
All 20 oz & 14 oz Upside Down Heinz Ketchup Bottles

Daily Instant Prizes:

\$50 Gift Cards (1M)

Weekly Prizes

65” Flat Screen TVs (57)

Grand Prize (Pre & Post Game day Winners):

4 Winners - Trips to the “5 Big Games” of your choice! (12options)

Photo submission will require:

- Restaurant name, city, state
- Email-address to send notification of “win”
- Consumer WINS 2 tickets to the **5 BIG GAMES** of their choice!



Instagram



Consumers share on Facebook, Twitter or Instagram, encouraging friends and family to participate!



Free media recognition:

- Digital: HFS.com, Facebook
- E-mail blasts to all contest consumers
- National Restaurant News Trade Ad celebrating winners
- Micro-site recognition

\$10,000 for the Operator account location if the consumer winner is drawn and has tagged their restaurant!



Program Timeline

Late Dec 2013

- “Big Game Bottles” in Distribution
- Heinz Digital & Print Media Plan Kicks Off

1/27/14

- Pre-Game Grand Prizing



2/2/14

- Super Bowl Sunday

3/1/14

- Final Grand Prize

