

Ethan Educated

James Smith

English Composition I

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Grown, Not Made

Introduction

This ad is for Heinz Ketchup, it appeared on billboards, magazines, and posters at fast food restaurants that use Heinz. The purpose of this ad is to give the restaurants that use Heinz a cleaner, healthier idea of Heinz Ketchup and show that they can prove to consumers that Heinz cares about the environment. Its audience is companies like grocery stores, restaurants, and retailers.

Analyzing the visual of the ad, what are we seeing?

This ad shows a bottle of their traditional Heinz Ketchup, growing off a tomato plant signifying freshness and healthy ingredients. It also talks about how “Heinz brings you the ketchup your customers love in a bottle they can feel good about” And invites customers to “Plant one on every table”

The colors of this ad are green, red, white, and a little gold. The white background makes the ketchup bottle on the tomato plant pop out and draws attention to the vibrant colors that make it look healthy.

The shine that encompasses the bottle makes it look new and fresh to further convince the customer that this is an opportunity to have a healthy condiment that they can feel good eating and it is a fresh choice that still tastes good for the whole family.

Analyzing the text of the ad, what is the ad saying?

The promises made in this ad are that the bottle is 30% plant-based and 100% recyclable, that there is no additional cost to the customer, and that consumers can feel good about the bottle. Promising the businesses that they are providing them ketchup that their customers will love and is guilt-free will build confidence that they will be able to sell it and not end up with a ton of extra products.

How are they positioning themselves?

They present themselves as environmentally conscious and responsible, drawing attention away from the negative cultural ideas that are associated with the fast-food world. But they also mention that with this new benefit, there is “no additional cost to you” (logos) to attract the attention of the owner of businesses that they are trying to sell to.

This ad has an emotional appeal(Pathos) to people who want to help the environment and not contribute to the pollution of the world. This reinforces that this ketchup is not like other products and that Heinz wants to help the world out.

It sets the Heinz company as the “Good Guy”(Ethos) in the condiment world by making claims that after this ad, buying ketchup is no longer just purchasing a condiment but is a step toward making the world a better place.

Ethos, pathos, and logos

In writing ethos is when the writer tries to get the reader's confidence and trust by showing that they are an authority on the subject. In simple terms using ethos is establishing to the reader that you are a good person to be showing or writing about something. In this ad, they used ethos by trying to set themselves up as a company that cares about the customer and the world.

Pathos is when the author connects with the reader using emotion. In this ad, they use pathos by appealing emotionally to the reader by talking about saving the environment.

Logos is when the writer uses logic to appeal to the reader. This ad uses logic by promising to add no additional cost to the buyer so it is logical to continue to buy or to start buying Heinz Ketchup.

Conclusion

This ad does an amazing job showing all of the companies about the new plant-based and recycled bottles. It is a clever way to prove to Heinz's customers that they care about the environment and that they will be able to sell to their customers.

There are a lot of advertisements in everyday life, whether online or on billboards and magazines. Some will grab your attention and interest, and some you will easily ignore. But this Heinz Ketchup ad uses color, simplicity, and appeals to customers who want to be healthy but still indulge in customers.

If customers feel they can trust a company then they will buy more products and choose it over other brands because they know they can rely on it. This ad accomplishes just that, it helps customers trust Heinz Ketchup.



Introducing Heinz® Ketchup
in new PlantBottle™ packaging.

**PLANT ONE ON
EVERY TABLE.**



plantbottle™

*up to 30% made from plants
100% recyclable bottle
redesigned plastic,
recyclable as ever.

Now Heinz brings you the ketchup
your customers love in a bottle they can
feel good about, too. At absolutely no
additional cost to you. Think of it as our
investment in the future of your business,
your customers and our planet.



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