

Heinz Ketchup Advertisement Rhetorical Analysis

In a society where being health-conscious and choosing organic products is a strong trend, Heinz claims to offer the perfect ketchup to enable everyone to reach this goal of living a better lifestyle. Starring a freshly "grown" bottle of ketchup, the Heinz advertisement made in 2007 is so simple, yet leaves its analyzers wondering how it is so convincing. The captivating print advertisement shows bright, fresh tomatoes stacked on each other, topped with a fresh tomato stem, forming the classic slim Heinz ketchup bottle. The designers of this advertisement work to make what may seem like a staple to many irresistible to all. Through the three rhetorical appeals—ethos, logos, and pathos—Heinz successfully plants their ketchup into the popular, flawless organic lifestyle by growing the idea of natural freshness through their brand, driving consumer purchasing decisions, from people who closely follow trends to individuals looking for a clean lifestyle.

As the label proudly presents itself in the ad, "est. 1869," the Heinz company proves its wisdom and importance above all other brands (ethos). Existing for longer than its consumers, Heinz shows that they have had not only time to grow and perfect its product but also time for its consumers to fall in love with it. According to CNBC reporter Javier David, Heinz manages more than sixty percent of the U.S. market share of ketchup, making them the most popular among all other brands (David). Because of this authoritative power, even the label and bottle present a credible ketchup source. Heinz displays its self-confidence through the simple use of text centered at the bottom of the advertisement. In Orana Velarde's "20+ Commonly Used Advertising Techniques in Visual Marketing," she says, "The text is set beneath to give it a sense of importance." Heinz has already reached beneath the consumers' consciousness through the text placement, furthering its sense of believability. The advertisement effectively states, "No one

grows Ketchup like Heinz" (Heinz). Due to the success of their brand, Heinz calls themselves out as a credible source, as they allude to the overall theme of freshness. Using personification through text, they claim they "grow" ketchup better than any other brand. The ethos presented directly targets a weakness in human nature to continuously push for a better way of life. No matter if it's a conscious decision or not, people are always looking for things that are better, fresher, and healthier (Jack Solomon). The word choice presented in the advertisement manipulates the consumer looking for a healthy and improved lifestyle into thinking that Heinz is the solution to their ketchup of choice over competing brands.

Because the main focus of the ad is symbolism, the ad utilizes very little logic on purpose to play with the reader's subconscious desires for a healthy lifestyle while limiting any need for the reader to leverage critical thinking. Heinz intentionally leaves out specific details, including a detailed ingredient list and nutrition facts, to mask the fact that their product contains lots of salt, sugar, and other additives, not just smashed, fresh tomatoes. The consumer can fix their focus on the simple idea of the beautiful ripe tomatoes used in ketchup, and the subconscious message that ketchup is healthy is then successfully relayed. The use of logic in the ad is limited to information that is customary to the original, classic Heinz label. The information inside the traditional gold and green lining includes a title on the label, "Tomato Ketchup," reminding the audience that tomatoes make up the product (Heinz). The other facts listed include the volume measurement "300 ml-342g", the year the company was founded, and "57 varieties," which together suggest that the company is well established and upfront about how much of the product they are offering to consumers with this specific product (Heinz). This small use of facts contributes to the ad's simplicity, which is consistent with how a whole-food diet is limited to

only non-processed foods. The lack of detailed facts in the ad also contributes to a clean visual aesthetic that appeals to the logic of someone seeking a clean lifestyle.

Lastly, one of the more critical components as to why this Heinz advertisement is so effective is that there is a strong appeal to pathos through the use of composition, color psychology, and symbolism. The ad's design conveys a feeling of cleanliness and peace through the proper and distinct use of Gestalt principles and the rule of thirds. Velarde discusses in her blog, "There are many ways to set up a balanced composition. The basic rules for a great composition are called Gestalt principles. These include visual rules like simplicity, synchrony, and association" (Velarde). By simply including sliced tomatoes, two labels, and one short line of text in a modern and organized way, Heinz successfully creates the craved feeling of a harmonious world for the consumer. Color psychology also produces emotion through various colors that aid in visual marketing. Velarde also mentions the deeper relationship between the use of color and its viewer through advertising. She states, "Creative advertising relies on interesting color schemes to transmit a message without words" (Velarde). The ad uses a tone-on-tone, red color combination, with the background red and the stacked tomato slices in the shape of a red bottle to evoke feelings of simplicity, freshness, and health. The color red in this ad campaign transmits a message of warmth and appeal, making consumers eager to purchase this ketchup. The contrasting green stem at the top of the stack of slices stands out in the red picture, reflecting the feeling of freshness, as it resembles the natural ingredients within the product. The advertisement's creators even took this detailed feeling of cleanliness and excitement down to the intentional placement of lights and shadows. Purposely placing lighting on the bottle's left side and shadowing on the right creates an unconscious communication of the product's natural brightness and strongly symbolizes the light the product will bring to the consumer's life and

diet. As the focus of the advertisement plays on the use of tomatoes to create a freshly "grown" bottle of ketchup, the marketers make what Gail Tom and Anmarie Eve describe as "artful deviations that provide a twist on the familiar. This inherent incongruity of rhetorical devices allows them to carry additional meaning(s) and is the basis of their persuasive impact" (Tom and Eve 40). By creating a bottle shape out of a stack of beautiful, sliced, ripe tomatoes, Heinz aims to convince the audience that their product uses only the best, freshest tomatoes, excluding any additives. The positive and uplifting feeling that this simple picture evokes is consistent with the idea of the whole foods movement that aims to make better eating choices for the sense of a healthier, happier life. The advertisement uses this powerful technique of symbolism, utilizing the famous slim bottle and its label. By taking the creativity of symbolism one step further, the highly trusted brand Heinz checks all of the boxes for the consumer looking for the holistic and organic dream.

Heinz successfully sells its ketchup through simplicity and creativity by reaching a wide range of consumers looking for a pure ultra-healthy lifestyle. Marketers and advertisers of all kinds have created this unattainable flawless-looking lifestyle through their work. In this Heinz advertisement campaign, Heinz uses its long-established name, lack of factual details, and sleek design to prey on consumers and their subconscious fears and desires about the products they buy and eat. Corporations and businesses, such as Heinz, use these types of advertisements to manipulate the minds of their audience to seek an unreal, picture-perfect lifestyle that will repeatedly keep consumers running back for more.

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