

Heinz Tomato Ketchup top down bottle wins Marketing Award

Contributed by Research International
Saturday, 25 June 2005
Last Updated Saturday, 25 June 2005

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As a result of work conducted by several agencies, including Research International, HJ Heinz has won the Marketing Society award for Customer Insight for their launch of the Top Down Tomato Ketchup bottle last year.?

Research International conducted a choice-based conjoint study with Heinz in 2004 across several countries. The purpose of this study was to understand how the Top Down concept could best be used in the future: What SKUs should be made available in each channel, and at what price? Should older packaging formats such as glass and plastic squeeze bottles be retained? What was the profit and category value impact of each portfolio strategy option?

For further information please visit: ?<http://www.research-int.com/>