

Change The Conversation. | Mad men

1 MIN · YOUTUBE · [HTTPS://WWW.YOUTUBE.COM/WATCH?V=YJ57FMXT6ZC](https://www.youtube.com/watch?v=YJ57FMXT6ZC)

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SUMMARY

The discussion revolves around the power of consumer imagination in advertising, particularly in the context of Heinz ketchup. The focus is on how to effectively position Heinz as the definitive ketchup brand, contrasting it with competitors and their inferior products.

- *The effectiveness of an ad lies in engaging the consumer's imagination rather than just showcasing the product.*
- *Testing different advertising approaches can help determine the best strategy for brand visibility.*
- *The distinction between ketchup and catsup is highlighted, with catsup being portrayed as a lesser alternative.*
- *Competitors are accused of diluting the essence of ketchup to sell their inferior products.*
- *The speaker emphasizes the need to change the narrative if competitors are misrepresenting the product.*
- *A bold advertising strategy is suggested, with a prominent display of Heinz as the only true ketchup in a high-visibility location like Times Square.*

It's clean, it's simple, and it's tantalizingly incomplete. >> What's missing? >> One thing. Pass the Heinz. The greatest thing you have working for you is not the photo you take or the picture you paint. It's the imagination of the consumer. And if you can get into that space, your ad can run all day. >> I think I still want to see our bottle. >> I thought that at first, too, but if you >> We will test it both ways.

>> It's a testament to ketchup that there can be no confusion. >> Let me chew on it, fellas. >> Hello. >> Hello. >> I hope you left us something. Peggy. >> So, what's the difference between ketchup and catsup? Catsup has more tomatoes, is cheaper, but tastes just like ketchup. Now, we know that's not true, but that's what your competitors are saying over and over. And they're selling their watered-down, flavorless sauce by pretending that they're you. Makes you angry, doesn't it? But, I always say, if you don't like what they're saying, change the conversation.

Heinz, the only ketchup. Imagine that 40 ft tall in Times Square. Ketchup versus catsup, end of conversation.