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[Date]

**Writing about Visual Arts**

**Introduction**

 The advertisement that I chose to base this paper on is from Heinz Ketchup. The ad is specifically for the tomato ketchup that they make. When it comes to the advertisement, it is very bright in color, the background is red as well as the bottle of ketchup upfront. The bottle of the ketchup is made in a manner that there are sliced tomatoes stacked together mimicking a bottle. Further, instead of there being a cap on the top of the bottle, there is a green tomato stem. At the bottom of the picture there is a short phrase “No one grows Ketchup like Heinz.” This paper will be reflecting on the advertisement created by Heinz, it will shed light on the purpose, target audience, message and the small details of the ad.

**Discussion**

Heinz played it very smart with their advertisement. They are mainly targeting consumers who are health conscious. It is a fact that one out of five deaths in America is mainly due to Obesity. This is making people shift towards more organic and healthier choices. Additionally, changing times and media is making people more aware and they are now concerned about what the food that they eat contains. Keeping this fact in mind, Heinz has advertised their tomato ketchup in a manner that the bottle mimics freshly sliced red tomatoes. By doing so the company is trying to tell the target audience that they are getting fresh and organic tomato ketchup without the addition of any preservatives. The green stem showcases the freshness of the product and how it has been kept close to nature. The background is quite red, people might not see a great deal in that but research shows that the color red is quite energetic and grabs the attention of the viewer. Lastly, the tagline “No one grows Ketchup like Heinz,” showcases the authenticity of the product as they are saying that we grow (it is not man made, it is made by nature) the tomatoes and make the product for you, as opposed to saying we make the ketchup.

**Conclusion**

Heinz put a lot of thought when making the ad. The company wanted to make sure that they deliver the message that the product they are making is made of fresh organic ingredients made by nature. They want to convey to the audience that the product has not been tempered with whatsoever, it is all natural and they have done that brilliantly.

**Work Cited**