




Idea 5

Chef. We Don't Judge
However You Chef








Problem: People only associate ketchup with eating in the kitchen. And sure, that might be the case, but there's plenty of other ways in which Chef can be enjoyed.

Solution: Remind our audience that no matter how you Chef, we don't judge (though we can't guarantee others won't).

Execution: Display all the fun, different, and imaginative uses of Chef Ketchup.

Shower ketchup. Bedroom sexy ketchup. Ketchup is really good for getting the shine back into pots and pans. Ketchup through a straw. Blood as ketchup in here? Crazy nicknames: red sauce, dippy sauce, red jessie, tomato sauce, tommy k.



NO JUDGEMENT HERE.



HOWEVER YOU



NO
JUDGEMENT
HERE.



HOWEVER YOU



NO
JUDGEMENT
HERE.



HOWEVER YOU **CHEF**
BOLD IRISH FLAVOUR SINCE 1921

