Masterclass: Practice Brief

THE BRIEF

Client / Brand	Heinz
Product	Heinz Baked Beans
Media	Poster
Target Audience	Parents of young kids
Single-Minded Proposition	**The fuel for energetic kids**
Background / proof of proposition:	Kids are naturally full of energy, curiosity, and mischief. Heinz Baked Beans are made for keeping up with them. High in fibre, high in protein and low in fat, they're a simple, nutritious meal parents can feel good about serving - and kids already know and love.
Mandatories	Heinz Baked Beans can Heinz logo

FEEDBACK

No need to submit your work, just give the brief a go so the collective feedback in Masterclass Series 2 truly resonates. In Series 2 on the 1st December, we'll break down Heinz creative responses as well as explore what makes an idea stand out, and share plenty more insights to sharpen your thinking.

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