

1. Study the information below and then answer the questions that follow.

### Heinz Tomato Ketchup - A classic brand

Tomato Ketchup has been a part of Heinz's product portfolio since 1876; just seven years after Henry J Heinz started the company. The famous Heinz label is instantly recognisable the world over and product quality is central to the continued success of the company. The sales revenue of Heinz Tomato Ketchup is huge: the Heinz website tells us that "we use enough tomatoes to fill an Olympic-size swimming pool *everyday* to make enough ketchup for all our fans." Nonetheless, it is constantly seeking ways to maintain its prominent position through market research and **market segmentation**, always looking to add a new ketchup product to the range listed below.

Products Available in UK in 2006	Size
Heinz Ketchup Top Down	460g, 570g, 700g, 910g, 1.2kg
Tomato Ketchup Glass Bottle	342g
Organic Tomato Ketchup	460g
Chilli Flavoured Ketchup	570g
Curry Flavoured Ketchup	570g
Hot 'n' Sizzling BBQ Flavoured Ketchup	570g
Original BBQ Flavoured Ketchup	570g

Packaging has always been an important part of the marketing mix and the now famous glass ketchup bottle was patented in 1882. In 1987 the ground-breaking, highly convenient plastic Heinz Tomato Ketchup bottle was launched and in 2003 Heinz decided to turn the Heinz Tomato Ketchup on its head - revolutionizing the way sauce was served. The latest development to Heinz Tomato Ketchup Top Down bottle is the new design, which has the classic glass bottle shape, but with a cleaner cap and better pouring control. To satisfy what Heinz call "saucy traditionalists", the classic glass bottle still remains on sale.

*Adapted from www.heinz.co.uk*

1. (a) (i) Explain what is meant by *market segmentation*. [2]  
 (ii) Why might Heinz attempt to identify different market segments? [4]
- (b) Explain the importance to Heinz of long established and successful brands such as Tomato Ketchup and Baked Beans. [6]
- (c) Evaluate the view that, in a fast moving consumer goods (FMCG) market, packaging has become the most important element in a firm's marketing mix. [8]