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Brief

Who is Hellmann's?

- Classic
- Reliable
- Face of mayo
- Been around since 1913

What is the challenge?

- Customers go with a cheaper, generic option.

Competition?

- Duke
- Kraft
- Vegan Mayo
- Heinz
- Store Brands

Who is the audience?

- Gen-Z and Millennials

Features

- Many recipes
- Plant-based, gluten-free options
- Different flavors
- Worldwide, found in every grocery and convenience store
- Environmentally friendly

Benefits

- Hellman's vegan mayo is cheaper than other brands' vegan mayo
- It is the most well-known, and what you think of when you think of mayo
- Reliable and has been around for over 100 years
- Simple, organic ingredients
- Consistency

Big Idea

- Our Campaign will begin March 1st, 2026
- Your favorite people and the people you want to be like buy Hellmann's, so you should buy Hellmann's too.
 - Superheroes, Athletes, Olympians, influencers, celebrities, characters.
 - Hellmann's is classic and reliable
- In order to be like these people, you have to eat like them.
- So in order to be the best, eat like the rest.

Tagline

**Be the best. Eat like the
rest. Hellmann's.**

Why believe our message?

Because you already know Hellmann's is the best, so why settle for a cheaper alternative?

Product Placement- The Bear



- Popular
- Audience ages 18-49
- About a fine dining chef that moves home to help run his family's sandwich shop

Website Banner



BE THE BEST. EAT LIKE THE REST.





Pickup or delivery?

Peoria, 61625 • East Peoria Supercenter

Search everything at Walmart online and in store



Reorder
My Items



Sign In
Account



\$0.00

Departments

Services

Get it Fast

New Arrivals

Christmas Decor

Rollbacks & More

Dinner Made Easy

Gift Shop

Toy Shop

Pharmacy

Walmart+

More



Get 50% off a year of Walmart+ & shop hot Deals first

Early Access starts in:

06:49

hours mins

Join Walmart+



BE THE BEST. EAT LIKE THE REST.



Flash Deals

Up to 65% off

[View all](#)

Grocery Store Display



Cardboard Cutout of Grogu

- new season of the Mandalorian comes out May 2026. Grogu is identifiable.



Be like the best.



In-store advertisement

- Famous snowboarder from 2026 Winter Olympics

Social Media ad

- Instagram
- Facebook
- Pinterest



Hellmann's wants to hear from you!



Submit your recipe
that uses
Hellmann's for a
chance to win free
groceries for a
month!



link in caption!

Instagram and Facebook Advertisement

- Gets the audience to interact with the advertisement.

Make a splash with Hellmann's!

Submit your recipe that
uses Hellmann's for a
chance to win free
groceries
for a month!



Instagram and Facebook
Advertisement

Instagram and Facebook Advertisement

Caption: Comment your favorite
Matthew Stafford play for a chance to
win tickets to an nfl game in the
2026-27 season!

*WOULD YOU DISAGREE WITH A
SUPER BOWL CHAMP? HOW ABOUT
AN NFL MVP?*



*STAFFORD CHOOSES
HELLMANN'S, WHY AREN'T YOU?*

*TO BE THE BEST. EAT LIKE THE
REST.*



Partnership – Jimmy Johns



Jimmy Johns uses Hellmann's

Partnership – Jimmy Johns



Partnership – Portillo's



- Portillo's uses Hellmann's in their cake, brand of mayo in their condiment



Magazine- Food Network
- targets Gen-X



What's your best spring recipe?



Submit your recipe
that uses
Hellmann's for a
chance to win free
groceries for a
month!



Spiderman- TV advertisement



Spiderman: Brand New Day villain is looking at mayo in grocery store.



Peter Parker runs into the villain and plays it cool. He also needs mayo.



Villain picks the generic brand of mayo.



Peter Parker watches as the villain leaves with the generic mayo.



Peter Parker looks at the mayo and grabs Hellmann's.



Peter Parker comes home and begins to make himself a sandwich with Hellmann's



Aunt May comes home and sees Peter making himself a sandwich.



She comes over to him and picks up the mayo and says "Hellmann's, great choice."

Mandalorian and Grogu - TV Advertisement



SFX: The Mudhorn roars



Mandalorian: Kid my blaster isn't slowing him down, I'm gonna need some help!



SFX: Upbeat celebration song from the show plays, animal noises of confusion, Grogu giggles



(Mandalorian runs through the mud with knife, he stabs the Mudhorn, Grogu releases and it falls to its death)

SFX: Grunt through the helmet of Din, sound of the animal dying, the Mandalorian sound from show, large object hitting ground noise



SFX: N-1 Starfighter zooms through the sky

Din: Can't believe we had to fight another Mudhorn, great job kid

Grogu: (Makes hungry noises)

Din: You need a snack buddy? Let's stop and get you one



SFX: N-1 Starfighter lands on Tatooine

Peli Motto: Have you not been feeding this little guy?

Grogu: (Makes hungry noises)

Peli: C'mon, lets go make you a sandwich. The droids already got the Hellmann's out. They remember how much this kid loves mayo!

Family Guy – TV Advertisement



Peter: Lois, I'm hungry! Your in the kitchen, make me a sandwich.



Lois: Fine Peeta.



Peter: Extra mayo Lois!



Lois: Yes Peeta, we ran out so I picked up some store brand mayonaise this morning.



Peter: NOT HELLMANN'S?



Lois: Oh relax Peeta, you'll live. Peeta? PETTA?!?



Grocery Worker: Sir, what's wrong?
Peter: I'm not gonna live, my wife isn't making my sandwich with Hellmann's. Where's the right mayo?



Peter: It's all good Lois, I got the Hellmann's!

Nick Digiovanni

- 29.5 M. subscribers on YouTube
 - Videos with MrBeast
 - Dude Perfect
 - Sidemen
- 13.5 M. TikTok followers
- Popular with Gen-Z
- On Master Chef season 10



Emily Mariko

- 29.5 M. followers on TikTok
- 2 M. Instagram followers
- Popular with Gen-Z and millenials
- Simple, easy recipes



@oldscoolkevmo

- Became famous for documenting being a sorority chef
- 5.5 M. TikTok followers
- 1.5 M. YouTube subscribers
- Popular with Gen-Z
- Recently launched Kevmo's Kitchen, a digital cookbook



Radio Advertisement

- Jennifer Coolidge → AI Voice of our Radio Ad
- Known actress amongst older generations, but thanks to recent success on the White Lotus, she is very popular with youth as well
- Known for her distinguished voice



HELLMANN'S



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HELLMANN'S



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EAT LIKE THE REST

Conclusion

Be the best. Eat like the rest. Hellmann's.

- Hellmann's is well-known and the classic mayo brand that we all think of.
- It's the best option, so why settle for less?
- Having well-loved "heros" eat Hellmann's shows that Hellmann's is the best, so you should pick Hellmann's.
 - Keeps it fun, simple but flashy, and is recognizable just like Hellmann's.



Thank you!