



The “G.O.A.T.” Campaign

Jace Holt & Vinny Reinecke

Brief

We are seeking to create a cohesive brand campaign to further cement Hellmann's as the **G.O.A.T.** of the mayonnaise market, especially as new consumers enter the picture.



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Target Audience

Our target audience is 21-45 year olds. We expect to keep Hellmann's loyal, older customer base, while attracting the next generation of customers.

This younger group is easily the most valuable advertising target as they have not yet grown loyal to any particular brands, and hold more consumer lifetime value than current buyers.

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Our Direction

Hellmann's isn't just the best mayonnaise... it's the ingredient that makes food greater. Whether someone is meal-prepping, trying a Tik Tok recipe, upgrading a sandwich, or learning to cook in their first apartment, Hellman's is the flavor that elevates your food.

This direction speaks to older loyal customers as well as younger newer consumers who seek flavor hacks and like to participate in food culture.

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Why It Will Work

This campaign will work because it tells people something they already feel... Hellmann's is the best mayo out there. By confidently calling it the G.O.A.T., we remind older fans why they love it and show younger people that Hellmann's is the popular and reliable choice.

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Potential Partnerships & Sponsors

G.O.A.T. Athletes: Jordan, LeBron, Messi, Ronaldo, Tom Brady, Simone Biles, Serena Williams, Federer, Nadal, Gretzky, Tiger Woods, etc.

Sportscasters, Announcers, and Analysts: Joe Buck, Stephen A. Smith, etc.



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Research

Colors:

It was important to use colors already aligned with the Hellmann's brand. Specifically the blue color paired with a cream color.

Shapes/Symbols:

The famous Hellmann's ribbon paired with a goat. This is a clear way to draw the connection we are trying to make between the brand and its status.



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Character

The Hellmann's Goat:



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Audio Ad 1

Background: Upbeat breakfast soundscape.

Narrator: “Burnt, buttered, fancy, or plain... if it’s toast, it needs the G.O.A.T. Hellmann’s Mayonnaise... Goes On All Toasts.”



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Audio Ad 2

Background: Roaring crowd, whistle

Announcer: “We’re witnessing history today! Hellmann’s is dominating the flavor game again!”

Co-announcer: “Smooth spread, flawless consistency, elite performance on every sandwich. That’s why it’s been crowned the G.O.A.T. of mayo.”

Announcer: “Stats don’t lie. Hellmann’s is the greatest of any topping.”



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Audio/Video Ad 1

“Goat on the Table”

(8–12 seconds)

SFX: Soft bleat

VO: “Spacing out again? Relax—there’s no goat on the table.”

SFX: Jar lid pop

VO: “It’s just Hellmann’s.
The G.O.A.T. - Greatest
On All Tables.”



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Video Ad 1

“The Goat Call” (15-20 seconds)

Concept: Every time someone opens a jar of Hellmann’s, you hear an actual goat bleat, because even goats agree it’s the G.O.A.T.

SFX: Jar lid pops → faint goat bleat

VO: “That sound? That’s the sound of greatness. Because when you grab Hellmann’s, even goats can’t help but celebrate. Creamy, rich, always perfect... Hellmann’s isn’t just mayo. It’s the G.O.A.T. of mayo.”

SFX: Goat bleats proudly

VO: “Hellmann’s. Grab our amazing taste.”



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Video Ad 2

“ASAP Spread Team”

Concept: A parody of a SWAT team... but it's the “Spread Team,” dispatched whenever someone uses inferior mayo.



SFX: Sirens, radio chatter

Agent 1: “We’ve got a Code Bland. Repeat: Code Bland.”

SFX: Door burst → heroic music

Agent 1: “Ma’am, step away from that sandwich.”

Agent 2: “Go on, add taste.”

VO: “Crisis averted. Because the G.O.A.T. always comes in clutch.”

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Video Ad 3

Social Media (Short-form: TikTok/Reels)

Concept:

Creators show “unexpected uses” of Hellmann’s, avocado toast, spicy tuna bowls, leftover turkey sliders, grilled corn, with quick transitions synced to audio saying “GOAT... GOAT... GOAT.”

Text overlay: “*Hellmann’s GOAT = Goes On All Things.*”



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Banner Ad 1

“G.O.A.T. = Gives Ordinary A Thrill.”

Left: Dry tuna sandwich.

Right: Juicy, glossy tuna salad.

CTA: Add the G.O.A.T.



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Banner Ad 2

“G.O.A.T. = Goes On All Things.”

Left: Dry fries.

Right: Fries dipped into Hellmann's.

CTA: Try it on your favorite thing.

**G.O.A.T. = GOES
ON ALL THINGS.**

Hellmann's Real Mayonnase



Try it on your favorite thing.

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Banner Ad 3

“G.O.A.T. = Greatest Of Any Topping.”

Visual: A spoon of mayo like a hero trophy.

CTA: Top it off right.



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Banner Ad 4

“G.O.A.T. = Goodness On All Toasts.”

Visual: Minimal toast + mayo swirl. Hand sticking out with a knife.

CTA: Spread the goodness.

**G.O.A.T. = GOODNESS ON
ALL TOASTS**



Spread the goodness

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“Leave-Behind”

Fridge Magnet.

Visual: Goat with Hellman’s ribbon around neck. “Hellman’s” (above the goat). “Only the GOAT belongs in this fridge” (below).



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Billboard Ad 1

3 Board Sequence: Transformational Reveal

Board 1:

Dry sandwich.

Copy: G.O.A.T. = Go On, Add Taste.

Board 2:

Hellmann's swirl landing.

Copy: G.O.A.T. = Greatest Of Any Topping.

Board 3:

Perfect, glossy, upgraded sandwich.

Copy: G.O.A.T. = Greatest On All Tables.



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Billboard Ad 2

Visual: Sandwich with mayo. “This billboard contains Hellman’s aka The G.O.A.T.” (above)

After 1 week: *Small but noticeable bite taken out of the board.*

After 2 weeks: *A second bigger bite is taken out*

After 3 weeks: *Three more bites gone*

After 4 weeks: *Half the board gone.*

After 5 weeks: *Entire board replaced.*

Final Visual: Goat with Hellman’s ribbon licking lips. “Sorry. We couldn’t help ourselves.”



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On-Product Ad

Jar Wraps

Concept: Make the jar stand out, create social engagement. Multiple figures can be featured.

Add temporary “G.O.A.T.” wraps or stickers:

“Your G.O.A.T. Moment Starts Here” → wrapped around jars for a limited edition feel.

QR code: linking to quick recipes or TikTok/Reels challenges: *“Show us your G.O.A.T. creation.”*



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In-Store Ad

Collectible Jar Wraps

Concept: Different peels with different public figures that are the greatest at what they do, each having one having different meanings of G.O.A.T. below them.

“Collect them all”:

Collecting each figure leads to prizes available on Hellman’s website.



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Conclusion & Review

This campaign is well rounded due to the use of relevant slang by using the term “G.O.A.T.”. The greatest of all time is often up for debate.

The term is also used in an unconventional and engaging way as we branch out into potential meanings of it when it comes to Hellmann’s.

Variation is what makes this campaign idea fresh and impactful.



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Thank You

