

Hellmann's: The Best at Everything

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Who are they?

- Historic mayo brand
- Their blue ribbon branding design has been iconic for multiple decades, and remains so
- Very successful in the past, and is still the best mayo brand



Facts about Hellmann's

- Established in 1913
- The founder was Richard Hellmann
- Blue ribbon/bowtie in branding is iconic, dating back to the 1920s when Hellman's founder would use the blue ribbons to distinguish the two types of mayo they sold then. The ribbon version had very high demand, so much so that it led to the branding they use today
- Became #1 in 1931, and still is today (according to their website)



More facts

- 1987 made two taglines that are still used today: “Bring out the Hellmans” and “Bring out the best.”
- Hellmann’s is now sold in over 65 countries, sometimes under different names (like Ammens or Best Foods). It’s especially popular in Europe, South America, and Canada.
- Believe it or not, mayonnaise (including Hellmann’s) can: Shine up houseplants, Remove water rings from furniture, even work as a hair mask for shine (though that’s not the intended use
- The blue ribbon on the jar came from the original deli jars Richard Hellmann tied by hand. It symbolized his guarantee of quality.

Who is our competition?

- Heinz
- Kraft
- Discount store brands



What is the challenge

- To remind a younger audience that Hellmann's is the best, and you can use Hellmann's for just about anything
- Portray mayo as a desirable condiment among younger audiences, as it has steadily decreased in popularity over the last few decades.

Big Idea

Escalation of Uses- people using Hellmans for simple items, like a sandwich, then expanding to more wild foods, like a steak or something, to completely outrageous uses, like sunblock.

Tag Line: “The Best at Everything”



Campaign Objectives

- Increase awareness among our target audience
- Associate Hellman's with being the best
- Make people laugh with our advertisements
- Increase Hellmann's mayo sales



Who is the Target Audience?

- Gen Alpha
- Gen Z
- Families with children aged 8-40



Storyboard- TV Ad

Hellmann's is the best at everything,

Because it can go with anything

Like a sandwich



Storyboard- TV Ad

Or a salad



Storyboard- TV Ad

Or even a steak!



Storyboard- TV Ad

Its the best because it can do

Anything too

Like shine plants



Storyboard- TV Ad

Give an extra shine to your hair



Storyboard- TV Ad

It's so good,
Some people may even want
To use it as sunblock too



Website

Final Calendr x Pdawwwww x HELLMANN'S x Assignments x target audier x 450/500 - G x Home | Hellr x how to take x + - X

https://www.hellmanns.com/us/en/home.html


Want \$1 off your next purchase? [Sign Up Now](#) [Find Products Near You](#)

HELLMANN'S
EST. 1913

PRODUCTS ▾ RECIPES ▾ INSPIRATION ▾ OUR INITIATIVES ▾ SIGN UP SEARCH

The Best At Everything

[Click to learn more](#)

A promotional banner for Hellmann's Real Mayonnaise. On the left is a white plastic bottle of Hellmann's Real Mayonnaise with a blue cap and label. The label features the Hellmann's logo and the text 'REAL MAYONNAISE' and 'Made with cage free eggs'. To the right of the bottle is a blue ceramic bowl filled with a golden-brown, cheesy, and saucy dish, possibly a casserole or baked pasta. The bowl is surrounded by fresh vegetables, including sliced cucumbers, tomatoes, and bell peppers, and some bread slices. The background is a soft-focus kitchen setting.

Website

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https://www.hellmanns.com/us/en/home.html

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HELLMANN'S
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The Best at Everything

America's #1 Mayonnaise is made with real, simple ingredients to bring out the best in all your meals.

VIEW ALL PRODUCTS

Real Mayonnaise

★★★★★ 4.4 ▾

Light Mayonnaise

★★★★★ 4.4 ▾

Mayonnaise Dressing

★★★★★ 4.2 ▾

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https://www.hellmanns.com/us/en/p/light-mayonnaise.html/00048001213586

2 Light snow Tomorrow

Search

5:41 PM 12/5/2025

Bill Board

THE BEST AT EVERYTHING



Bus stop



Grocery Aisle Banner



Celebrity Partnerships

We will be partnering with three celebrities to help promote our campaign.

All of them are G.O.A.T.S in their own right. The three are:

- Connor McDavid
- Megan Thee Stallion
- Guy Fieri



Connor McDavid

NHL Superstar:

- 7 time all-star
- 5 time league leading point scorer (goals & assists)
- 4 time most outstanding player
- 3 time MVP, 1 time playoff MVP
- 1 time league leading goal scorer
- Youngest captain in NHL history (19 years old)



Megan Thee Stallion

- American Rapper and songwriter.
- 3 #1 hit songs from 2020-2025
- 22.7 million monthly listeners on Spotify
- Performed at the Grammys in 2021, and the Oscars in 2022
- Played at prominent venues such as Madison Square Garden, The United Center, and more



Guy Fieri

- Celebrity TV restaurateur, author, and emmy award winner.
- Has his own show, Guy's Grocery Games, with about 1 million viewers
- Also hosts Diners, Drive-ins, and Diners with about 1.5 million viewers
- Very well known by target audience



hellmannsmayo



Instagram



Conclusion

Our campaign is the right direction for Hellmann's because it:

- Re-establishes Hellmann's as the G.O.A.T.
- Makes people laugh
- Generates awareness among the target audience
- Has supporting touchpoints to pair with the central TV ad
- Partners with the right celebrities to reach the target audience