

Mayo On The Move

Phiona Pauly & Jessica Taylor



Objectives:

- Establish Hellman's as the best mayo brand again
 - ◆ Compared to other brands such as Dukes or Kewpie
 - ◆ Differentiate Hellman's from these said brands
- Connect with Gen Z and Millennial food lovers
- Showcase how a background ingredient like mayo can add a lot of flavor

Target Audience:

- Gen Z and Millennials (18 - 28)
 - ◆ Knowledgeable about recent trends
 - ◆ Active on social media
 - ◆ Food lover

The Big Idea:

→ Tagline: Take Hellman's with you.



Main Idea

Mayo On The Move

The Backpack:

- Backpack with different Hellman's Products
- This would include a 5 pack of squeezable bottles
 - ◆ Real Mayonnaise (3)
 - ◆ Light Mayonnaise
 - ◆ Spicy Mayonnaise Dressing
- Inspired from House of Hellman's (merchandise brand)
- Available online order only



Touchpoint: Backpack

Mayo On The Move

The Mini Backpack:

- Backpack with 5 Hellman's Mayo Packets
- Available in stores
- Raffle Giveaway



Touchpoint: Backpack

Mayo On The Move

Want \$1 off your next purchase? Sign Up Now

Find Products Near You >

HELLMANN'S
EST. 1917

PRODUCTS ▾

RECIPES ▾

INSPIRATION ▾

OUR INITIATIVES ▾

SIGN UP

SEARCH


[Home](#) / Mayo On The Move

MAYO ON THE MOVE

Bring Hellman's With You.

Why leave great taste at home? The Hellmann's Backpack Pack is your new flavor sidekick — a limited-edition backpack that comes stocked with five different kinds of Hellmann's mayo. From classic creamy to bold and zesty, there's a squeeze for every snack, sandwich, and spontaneous picnic. Designed for food lovers on the move, this pack keeps your meals (and your vibe) fresh wherever you go. So throw it on, head out, and make sure every bite on your adventure gets the love it deserves. Because life's better when you bring Hellmann's with you.

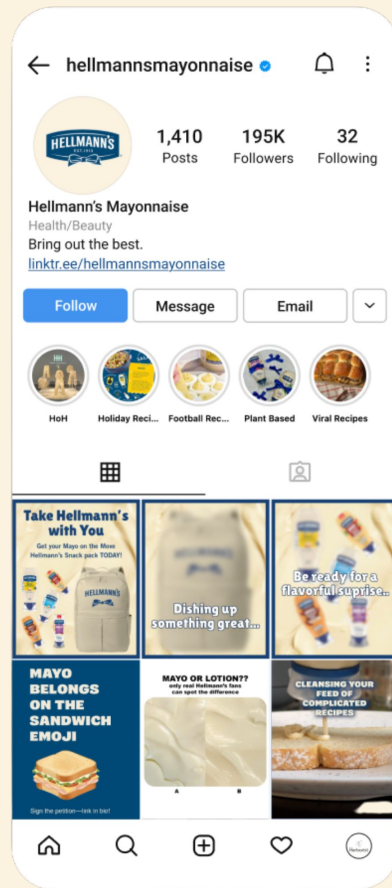
SHOP NOW



The Hellman's Backpack features five fan favorites - our Garlic Aioli, Chipotle Mayonnaise, Spicy Mayonnaise, Light Mayonnaise, and of course, the Real Mayonnaise

Touchpoints: Website

Mayo On The Move



Touchpoints: Instagram

Mayo On The Move

MAYO ON THE MOVE

Your Favorite Mayo, Now Ready to Go

Life doesn't stop—and neither should your mayo. With Hellmann's Mayo on the Move, you can bring the creamy goodness you love wherever you go. Whether it's a picnic, lunch at the office, or a weekend road trip, your sandwiches, salads, and snacks just got a travel upgrade.

Meet Your New Travel Buddy:

Our limited-edition Hellmann's backpack is designed for convenience, style, and keeping your favorite mayo close at hand. Pack it. Squeeze it. Take it anywhere.



Join the Movement

Show us how you're taking Hellmann's on the move! Share your adventures using **#MayoOnTheMove** and see how fellow fans are enjoying their portable mayo moments.

GET YOUR BACKPACK

HELLMANN'S

Touchpoints: Mass Email

Mayo On The Move



LOCATION/SCENE:	Silent library, everyone is focused
ACTION:	Student unzips Hellmann's backpack; zipper echoes loudly.
DIALOGUE:	Student 1: "...Really?" Student 2: (shrugs) "It's Hellman's"



LOCATION/SCENE:	Park
ACTION:	Person 2: "Do you bring that with you everywhere?"
DIALOGUE:	Person 1: "Yes!"



LOCATION/SCENE:	Spin Class
ACTION:	Instructor yelling directions over loud music
DIALOGUE:	Instructor: "GIVE ME EVERYTHING" Cyclist: "Okay" (adds product from bag onto protein bar)

Touchpoints: Advertisement

Mayo On The Move



LOCATION/SCENE:	Swimming pool swimmer rests at the pool edge with mayo beside them
ACTION:	Swimmer pulls out a mini Hellmann's bottle, and squeezes some onto sandwich
DIALOGUE:	"I didn't pack goggles... but I packed Hellmann's."



LOCATION/SCENE:	Extreme wide shot then switches to GoPro POV
ACTION:	Person speeds across zipline, with open mayo backpack
DIALOGUE:	Person screaming joyfully: "HELLMANS!!!"



LOCATION/SCENE:	Ending/CTA
DIALOGUE:	"Just take Hellman's"

Touchpoints: Advertisement

Mayo On The Move

TikTok Video

- Single Wild Mayo Scene
- End with slogan



LOCATION/SCENE:	Silent library, everyone is focused
ACTION:	Student unzips Hellmann's backpack; zipper echoes loudly.
DIALOGUE:	Student 1: "...Really?" Student 2: (shrugs) "It's Hellman's"



LOCATION/SCENE:	Ending/CTA
DIALOGUE:	"Just take Hellman's"

Touchpoints: TikTok

Mayo On The Move

In Store Mayo Display Stand

→ Display Squeeze Mayo



Touchpoints: In Store

Mayo On The Move

**YOUR FLAVOR
FITS IN A
BACKPACK**



**HELLMANN'S
EST. 1913**

**HELLMANN'S
REAL VRAIE
MAYONNAISE**



TAKE HELLMAN'S WITH YOU

Touchpoints: In Store Ad

Mayo On The Move



Touchpoints: In Store Ad

Mayo On The Move

#MAYOONTHEMOVE



**TAKE
HELLMANN'S
WITH YOU.**

**TAKE HELLMANN'S WITH YOU.
ANYWHERE.**

Touchpoints: Flyer

Mayo On The Move

#MAYOONTHEMOVE



**TAKE HELLMANN'S WITH YOU.
ANYWHERE. ANYTIME.**

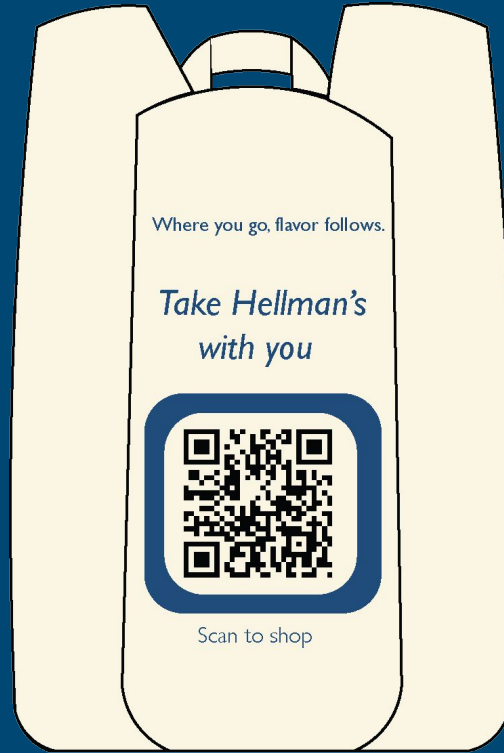
Touchpoint: Bus Sign

Mayo On The Move



Touchpoint: Catering Stickers

Mayo On The Move



Touchpoints: Direct Mail

Mayo On The Move

PR Packages to Celebrities:



Gordon Ramsay
Celebrity Chef



Martha Stewart
Celebrity Chef



Alton Brown
Celebrity Chef



Haley Baylee
TikTok Influencer



Madison Humphrey
TikTok Influencer

Touchpoints: PR

Mayo On The Move

Raffles:

Raffle off big and mini backpacks

- Online Raffle
- Instagram Raffle
- College Campus Games
 - ◆ Partner w/ concession stands

Why our campaign works:

- Merch can be seen and used in everyday life
 - ◆ While merch is common, the backpack reinforces the main campaign message of “taking Hellman’s with you.”
- Mayo on the Move puts Hellman’s in every aspect of a consumer’s life, encouraging them to embrace it outside of their own kitchen, and make an effort to incorporate it in the rest of their lives

Thank You!