

Hellmann's Campaign

ADVERTISING BIG IDEA

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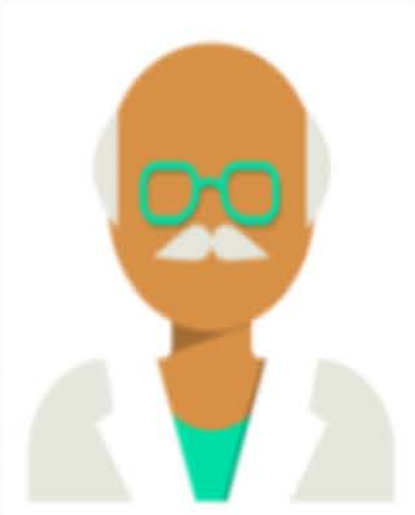
**Grocery Store
Poster**

Big Idea: There is only one blue ribbon.



- 1 Hellmann's is so good, you don't need the full logo to know what brand it is
- 2 Recognizable without key logo aspects
- 3 Addition of other brands who are attempting to be the blue ribbon, but of course there is only one

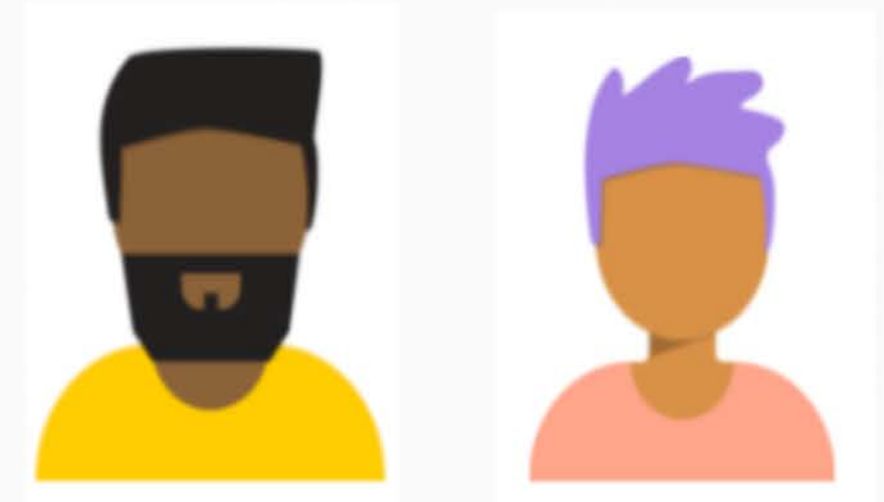
Target Audience



Baby Boomers



Gen X



Minor Audience:
Millennials and Gen Z

Target Audience



Baby Boomers

- Wants brands to be authentic and traditional
- Has money to spend
- More tech savy than people think

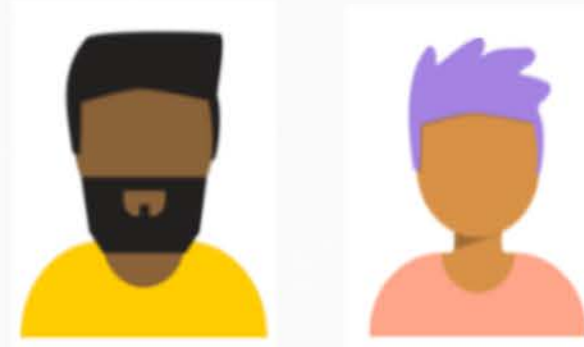
Target Audience



Gen X

- High brand loyalty
- Health conscious
- Motivated by value and product quality

Target Audience



Minor Audience:
Millennials and Gen Z

- Millennials
 - Health conscious
 - Nostalgic
 - All about good food
- Gen Z
 - Interested in nutrition
 - Social media for connection
 - Sustainability focused

Touchpoints Overview

Website Banner

Social Media

TV Storyboards

Magazine ad

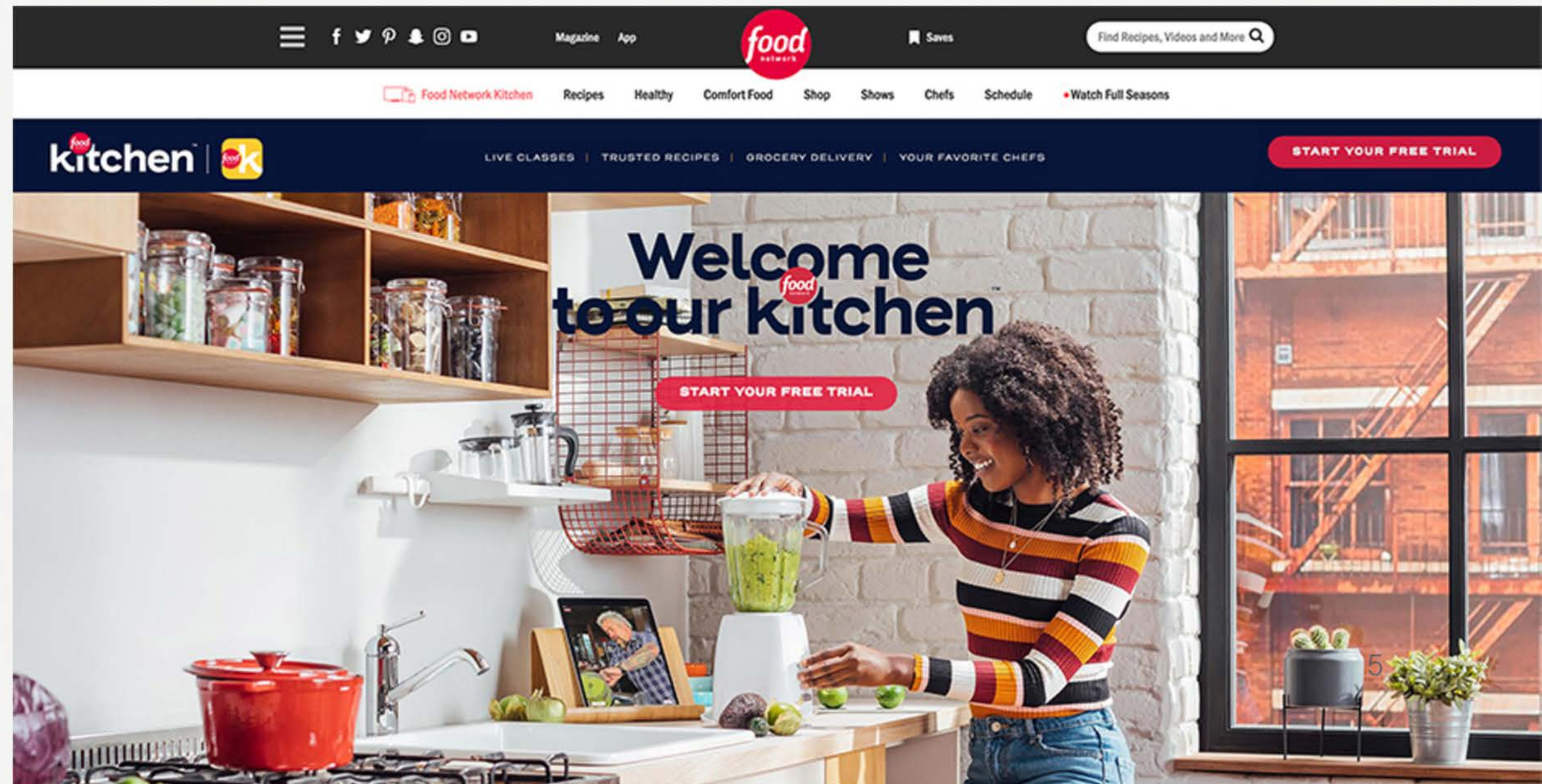
Billboard

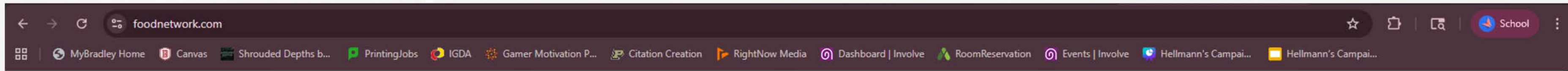
Grocery Store
Poster

Website

- Placed on sites food related
 - food.com
 - food network
 - Allrecipes.com
- Ads will be seen while people are searching for recipes
- remind people of quality and iconic brand

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There's only ONE blue ribbon

Hellmann's mayo is all you need to elevate your snack or meal from good to great

[Learn More](#)

No-Fuss Sheet Pan Meals



Sheet Pan Chicken Fajitas



Rosemary-Garlic Pork Chops With Chickpeas



Crispy Sheet Pan Gnocchi With Sausage and Peppers



All-Crust Sheet-Pan Lasagna



Website



Social Media

- Facebook and Instagram
 - Target audience hangs out there
 - large platforms
 - able to draw in new and current customers
- Good and cheap way to reach target audience



Social Media

KULLAN AND MARISSA

**Hellmann's**
10 hrs

There's only ONE blue ribbon. Purchase Hellmann's mayonnaise today at any local grocery store.



WHEN ST GETS REAL.**
THERE IS ONLY ONE BLUE RIBBON.



 125

 Like

 Comment

 Share



Social Media

WHEN ST GETS REAL.
THERE IS ONLY ONE BLUE RIBBON.**



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Magazine

- Includes
 - Bon Appetit
 - Food Network
 - Taste of Home
- Recipe focused
- Readers are searching for quality



Magazine



Magazine



LIFE OR DEATH.

THERE IS ONLY ONE BLUE RIBBON.



Highway/Interstate Billboards

- Located on interstates near exits that lead to grocery stores
- Reminds the consumer that the blue ribbon is superior
- Will be seen by many since it is on interstates



Highway/Interstate Billboards



Highway/Interstate Billboards



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TV Storyboard

- Channels include
 - Food Network
 - ESPN
 - Fox
- Food network is for cooks and people who like food
- ESPN and Fox will help us reach a wider audience

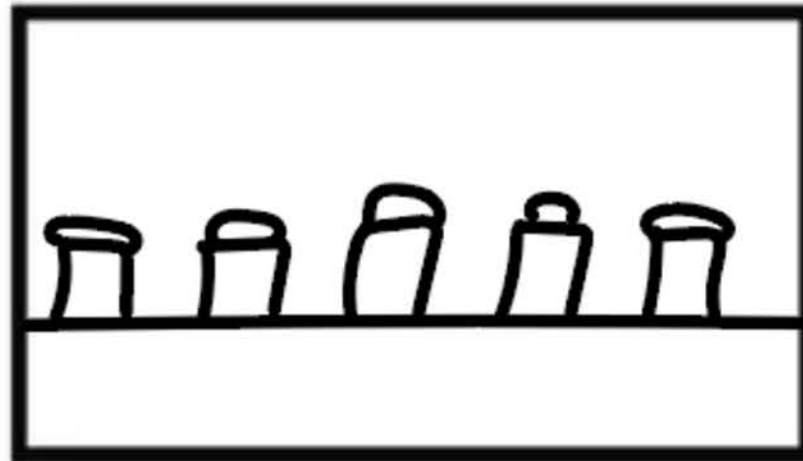


TV Storyboard

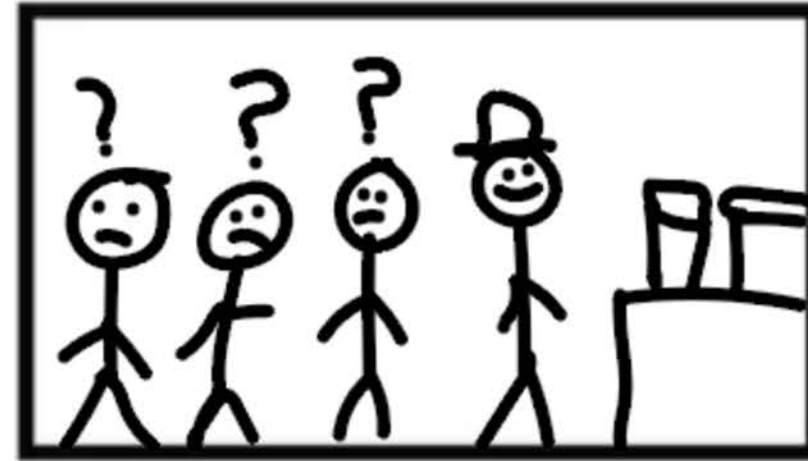
STORYBOARD

Production:

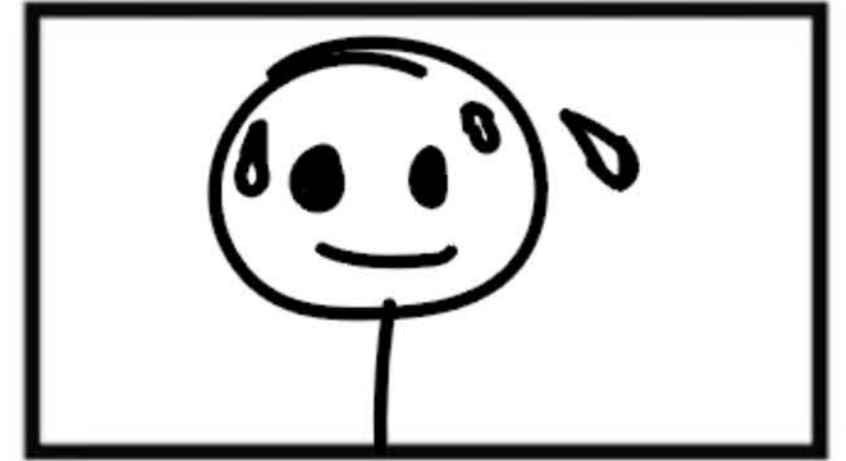
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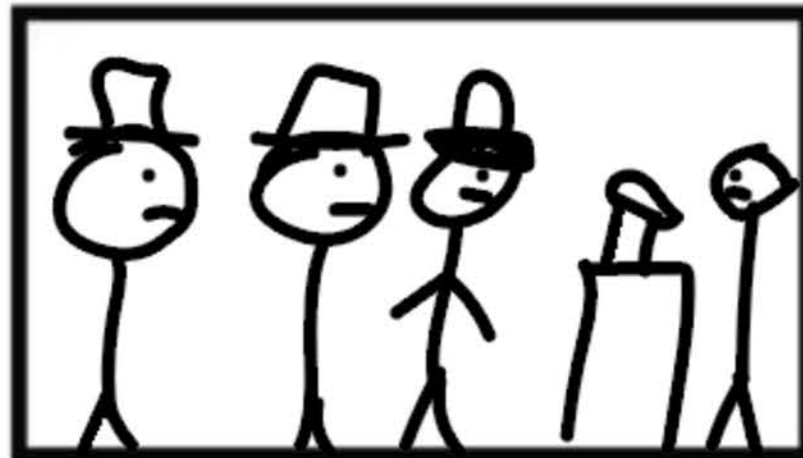
Opening shot is during a state fair. One of the events is for the best condiment. A Hellmann's jar is at the center of the table. It is not full of mayo.



The other contestants look confused. The announcer and judges act like nothing is wrong. They go through the contestants for best condiment before arriving at the final contestant, the fake Hellmann's.



The person who brought the fake is visibly nervous but trying to act confident.



The judges wait an abnormal amount of time on this contestant's entry



Someone in a Hellmann's blue suit busts through the tent and presents a real jar of Hellmann's Mayo with gusto and pride. The judges award it with the 1st prize blue ribbon



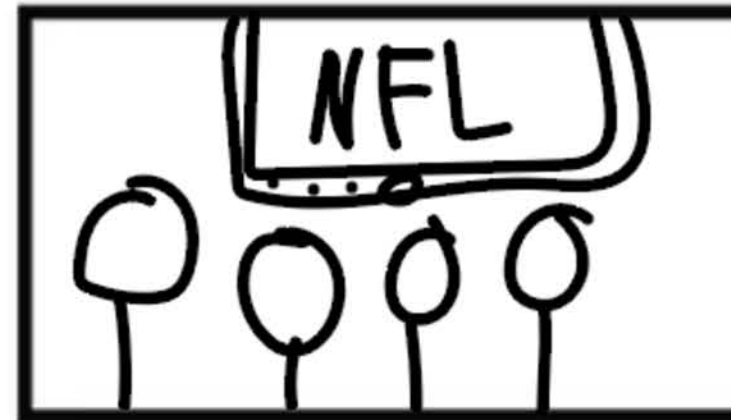
Blue background with jar of Hellmann's mayo appears with tagline "Anyone recognizes the true blue ribbon"

TV Storyboard

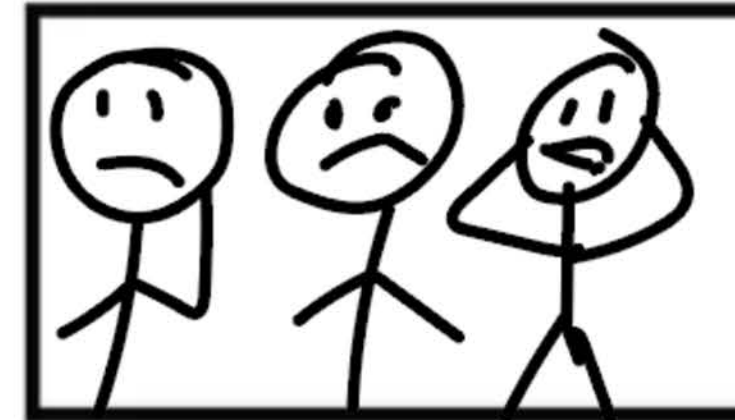
STORYBOARD

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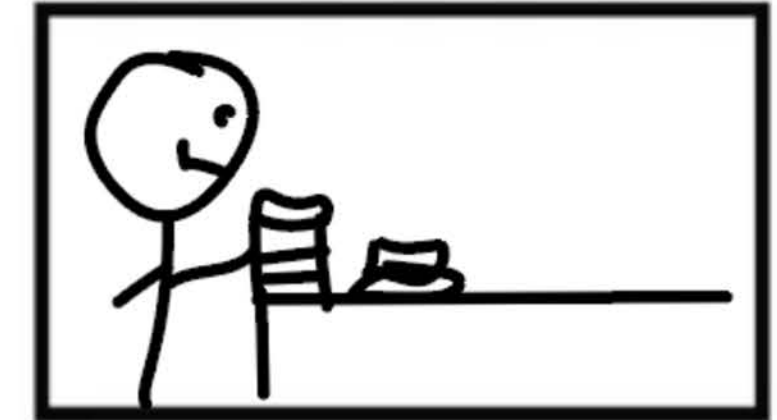
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Football fans are watching a game on screen. The team they are cheering for is not doing well.



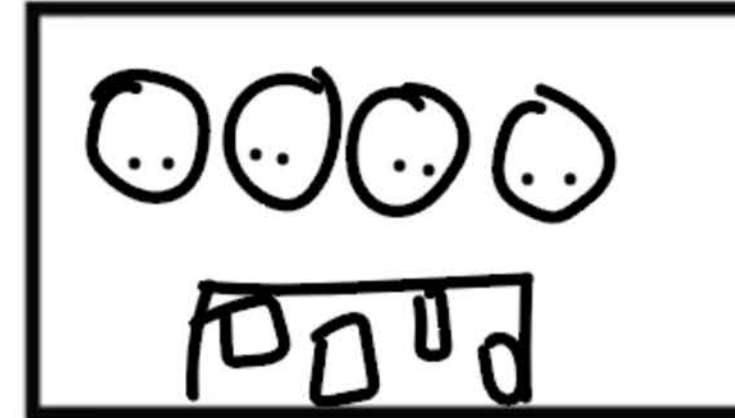
The fans watching the game are getting more and more upset with each failed play and opposing touchdown



One of the fans is making a lunch in the kitchen. They pull out Hellmann's mayo to use on the sandwich.



The fans watching the game are getting more and more upset with each failed play and opposing touchdown



The sandwiches are brought over and when the fans start eating the team they are cheering for instantly starts doing better as the Hellmann's blue ribbon weaves across the screen



The commercial ends with a blue screen, a jar of Hellmann's, and the tagline "only for the winners" appears on screen

Grocery Store Poster

- Located inside of well known grocery stores
 - Schnucks, Walmart, Kroger, Hy-Vee, Sam's Club, Costco
- Planting seeds in the very place the product can be purchased



Grocery Store Poster



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Why It Works

Using the iconic blue ribbon as a marketing strategy

People recognize Hellmann's jars

A simple logo can be used in creative ways

Ties back to original, physical blue ribbon on original jars

The End

THANK YOU FOR LISTENING

Kullan Le Blanc and Marissa Edwards