

HELLMANN'S
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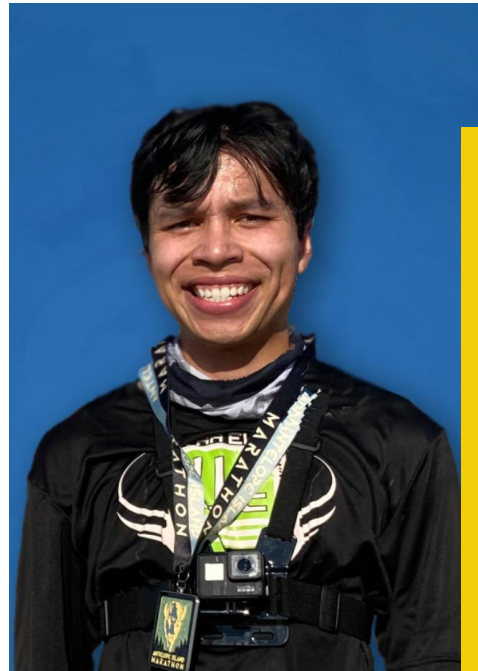
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WINTER 2021
COMMS 230
DR ROBINSON



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TARGET MARKET

OUR CAMPAIGN IS FOCUSED ON YOUNG INDIVIDUALS WHO HAVE BIG HEARTS AND WANT TO SEE THE BEST IN THEMSELVES AND THE WORLD AROUND THEM. WE REFER TO THIS GROUP AS “VIRTUOUS VISIONARIES”. THIS GROUP MAY BE YOUNG, BUT THEY WANT TO IMPROVE THE WORLD AND THEIR LIVES, AND THEY FULLY BELIEVE THAT THEY CAN DO IT.

ADVERTISING STRATEGY

OUR CAMPAIGN PUTS THE SPOTLIGHT ON THE MANY WAYS THAT MAYO CAN IMPROVE THE QUALITY OF LIFE FOR OUR TARGET MARKET. HELLMAN’S IS THE KEY INGREDIENT IN AN ENDLESS NUMBER OF OUR TARGET MARKET’S FAVORITE FOODS, AND WE WON’T LET THEM FORGET IT.

CREATIVE STRATEGY

USING BOLD COLORS AND MINIMAL COPY, THE MAIN FOCUS OF OUR ADS WILL BE IMAGES OF UNAPPETIZING FOOD WITH COPY THAT SIMPLY EXPLAINS HOW BORING FOOD IS WITHOUT MAYO.

PROMOTIONAL STRATEGY

#MAYOHACKS

AT THE END OF THE WEEK WE WILL HAVE A BOARD MEMBER DECIDE WHICH #MAYOHACK IS THE BEST & MOST UNFORGETTABLE.

MEDIA STRATEGY

WE WANT OUR ADS TO REACH YOUNG ADULTS IN AMERICA. THEREFORE, WE WILL UTILIZE SOCIAL MEDIA PLATFORMS SUCH AS INSTAGRAM AND YOUTUBE, AS WELL AS PRINT ADS AND STOREFRONTS..

S I T U A T I O N A L

A N A L Y S I S





BRAND HISTORY

Born out of a New York Deli in 1920, Hellman's has been around for over a century. There were originally 2 recipes, distinguished by a blue ribbon. The "blue ribbon" recipe was infinitely more popular, and thus, the Blue Ribbon trademark was born. 100 years later, it's still the best selling mayonnaise in America.

BRAND EVALUATION

Hellmann's is widely known as the "original" mayonnaise and is widely available and accessible. They have relied mostly on product quality rather than branding and advertising to achieve this status, but have recently shifted to an increased focus on real ingredients, eco-friendly packaging, decreasing food waste and sustainably sourced ingredients. These changes along with the introduction of vegan friendly products have helped the brand to stay in touch with modern issues and to do their part in an industry that often exploits farmers, animals, or the environment.

SWOT ANALYSIS



STRENGTHS

available in varieties that accommodate for various dietary needs/restrictions

made with ethically and sustainably sourced ingredients

ingredient in many popular comfort & party foods

WEAKNESSES

not meant to be served/eaten on its own

many people are already set in their opinions on mayonnaise and may be difficult to persuade

more popular in the eastern us than the west; limits amount of potential buyers based on location & what local retailers stock

OPPORTUNITIES

current target audience is focused on older adults; expand target audience to include college students/recent graduates

THREATS

countless other brand options

those who don't like mayonnaise are likely loyal to the substitute/alternative of their choice



PER 1 TBSP
SERVING

90	CALORIES
1.5g	SAT FAT 3% DV
90mg	SODIUM 4% DV
0g	SUGARS

64 FL OZ
(2 QT) 1.9L

HELLMANN'S
EST. 1913

**REAL
MAYONNAISE**
Made with cage free eggs



NEW LOOK
SAME GREAT
TASTE

PARVE

DIRECT COMPETITORS

STRENGTHS:
*known for a variety of
products; widely known
brand*

WEAKNESSES:
*less focus on sustainability;
boring branding*



KRAFT

STRENGTHS:
*more personality;
southern-style*

WEAKNESSES:
*more expensive; not
available nationwide; not
as well known*



DUKES



INDIRECT COMPETITORS



SOUR CREAM

STRENGTHS:

lighter; less fat content

WEAKNESSES:

dairy-based; less flavorful



AVOCADO

STRENGTHS:

cheaper & healthier alternative

WEAKNESSES:

*less flavor; not as spreadable;
lacks convenience*

WHAT'S OUR PROBLEM?

Many college age people are not willing to pay more for a higher quality, sustainably sourced mayo product. Many avoid it regardless of price and simply don't recognize how integral mayo is in their daily lives.





ADVERTISING PLAN

ADVERTISING OBJECTIVES

specifically target a younger audience that includes college-aged individuals reaching the point in their lives where they're beginning to head out to live on their own

utilize simple but memorable advertisements to highlight how common an ingredient mayonnaise really is

increase sales of Hellmann's mayonnaise and cultivate a sense of brand loyalty with a product that many are not particularly brand loyal to





TARGET MARKET ANALYSIS

VIRTUOUS VISIONARIES

VIRTUOUS VISIONARIES ARE INDIVIDUALS WHO SEE THE BENEFIT IN BRINGING PEOPLE TOGETHER IN A VARIETY OF WAYS AND ACTIVELY STRIVE TO MAKE THE WORLD AROUND THEM A BETTER PLACE TO LIVE.

THEY'RE ALL FOR CONNECTING WITH OTHER PEOPLE IN WHATEVER WAYS THEY CAN, THEY'RE CERTAINLY GOING TO MAKE THE MOST OF THE TIME THAT THEY HAVE AVAILABLE TO SPEND WITH OTHERS RATHER THAN ISOLATE THEMSELVES.

DEMOGRAPHICS

18-25 YEAR OLDS

MALE AND FEMALE

CURRENT COLLEGE STUDENTS AND RECENT GRADUATES

MOSTLY SINGLE OR PREPARING TO BE MARRIED



PSYCHOGRAPHICS

- *Virtuous Visionaries love improving things; their homes, their careers, their food, and their lives.*
- *They are firm in their beliefs and know what they want out of life.*
- *They are strong and will stand up to injustices they recognize in their communities.*
- *Whether rain or shine, they will show up for the people they care about. Virtuous Visionaries are the best friends you can ask for.*
- *Food is an important aspect of their lives, as they know they can't be a positive influence to others if they're hungry.*
- *They love to have fun and make the most out of life. Because of this, they might be a little spontaneous and unpredictable.*
- *They are compassionate and uplifting. If someone is upset or frustrated, Virtuous Visionaries always see it as an opportunity to help someone feel better.*
- *They don't get too stressed about the details. They know that life is abundant, and they care more about the journey than the destination.*
- *They aren't afraid to march to the beat of their own drum. They love being themselves, no matter where they are.*
- *Finding happiness and fulfillment is their main goal, and they plan to reach that goal and help others to get there too by experiencing more of life every single day and sharing the world with everyone around them.*



BUYING HABITS

- *Being newly self-sufficient, Virtuous Visionaries are likely to be on the lookout for ways to make the most of every dollar they earn.*
- *Most of their grocery shopping is done in-person, while most other purchases -- such as those of electronics or gift items -- are made online.*
- *While many are brand loyal when it comes to purchasing items that may be considered luxuries or non-necessities, they are less so when it comes to purchasing foods. Oftentimes, they will simply purchase whatever catches their eye first, or whatever may be cheapest.*



A DAY IN THE LIFE

OF A VIRTUOUS VISIONARY

NAME:
SETH

OCCUPATION:
**SUSHI CHEF/MANAGER AT A SUSTAINABLY
SOURCED JAPANESE EATERY**

AGE:
24

LIKES:
**SEIZING THE MOMENT, MINDFULNESS, YOGA,
INDIE FOLK**

6:30 AM

Seth wakes up to "Here Comes The Sun" by the Beatles.

Seth believes in taking care of his body, so he ties on his running shoes, pops in his AirPods and heads out the door to the gym.

7:45 AM

Seth returns home feeling energized and ready to get ready for the rest of his busy day. He showers, gets dressed in some cropped black jeans, his most comfortable pair of Birkenstocks, and a long sleeve polo. He spreads some mayo on a toasted english muffin and adds tomato, avocado, and a fried egg for a quick and delicious breakfast.

8:30 AM

Skipping out the front door, he hops on his semi-electric bike and pedals briskly to the restaurant. He waves at the shop owners as he zips by and flips some spare change into a homeless man's guitar case.

9 AM

Arriving right on time, he unlocks the doors and begins setting things up for the day. He throws on his apron, turns on his morning playlist and gets busy preparing the famous spicy mayo, slicing the vegetables, and setting tables.

5 PM

After a day full of helping customers, directing team members and adding the finishing touches to his signature sushi rolls, he has weathered the waves of crowds with ease. He can't wait to get home and start prepping for the team birthday party celebration.

5:30 PM

The work has only begun. The grill is warming up, the sun is setting, and the day shift team is on their way over to celebrate Claire and Mike's birthdays. He makes Jen's favorite pasta salad and grills up some organic burgers to feed the celebration.

7 PM

The gang arrives and Seth lights up. Bringing people together like this is what keeps Seth going. He knows his food is a people magnet, and he milks it for every drop of enjoyment he can get from it.

10 PM

Only his closest friends are left relaxing on the couch. Everyone's bellies are a little too full and tears of laughter have dried on warm cheeks. He jokingly shoos the remaining guests and cleans up their mess with his last burst of energy.

11 PM

After feeling somewhat personally attacked by the negative news on his Twitter trending tab, he lays his head down feeling fulfilled and satisfied by his day. Fighting for what's right in his little circle of influence requires a lot of energy. With this in mind, he falls asleep quickly.



PRODUCT POSITIONING

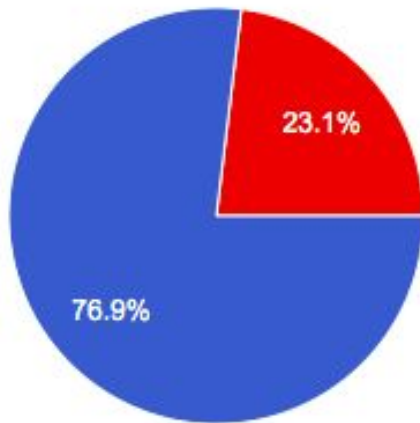
CURRENT:

Hellmann's is the classic mayonnaise. The product quality is reflected in the slightly higher price, and for this reason, generally attracts the upper middle class in suburban areas around the US. However, to many in our target market, it's just another brand of mayo.

DESIRED:

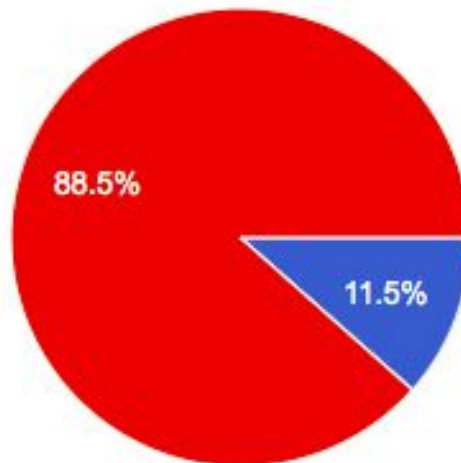
Our campaign aims to pull Hellmann's into the spotlight and increase its appeal to our target audience. We want to convince them that Hellmann's is the best brand to choose in order to make their food the best that it can be.

RESEARCH FINDINGS



76.9% of surveyed individuals indicated that they liked mayonnaise

88.5% indicated they had no real brand loyalty to a particular mayonnaise brand



FRIENDSHIP GROUPS

Prominent findings from the Friendship Group that was conducted were fairly similar to the overall results of our survey that we conducted. Most of the individuals involved in the group didn't have a much of a sense of brand loyalty when it came to choosing mayonnaise to buy, stated that the product was a bit basic and bland (it's not really an exciting thing to talk about) and many of the descriptors that were given when asked to describe it carried a bit of a negative connotation along with them.





STRATEGY

PROBLEM RESTATED:

A large portion of our target market is unwilling to pay more simply for a product that is sustainably sourced. We have to find an alternative way to make Hellmann's appeal to our target audience.

KEY INSIGHTS:

BRAND: *Hellmann's Mayonnaise provides a simple way to help people make delicious food to share with others.*

CONSUMERS: *Virtuous Visionaries desire to make the world a better place to live in, even in the smallest of ways.*

STRATEGY STATEMENT

***FOR THE VIRTUOUS VISIONARIES WHO STRIVE FOR
HARMONY, HELLMAN'S MAYO MAKES EVERYTHING
BETTER.***



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CREATIVE STRATEGY

In our campaign, we remind our target market how valuable mayo is by humorously reminding them how bland the world is without it.

The "Life is Better with Mayo" campaign will catch attention through humor and creativity, highlighting how embarrassing and uninteresting food is without mayonnaise.

TONE AND MANNER OF ADVERTISEMENT

Using bold colors and minimal copy, the main focus of our ads will be images of unappetizing food with copy that simply explains how boring food is without mayo, thus highlighting the fact that mayo makes food and life better for everyone.

These simple advertisements are eye catching and have an edge of humor to them, helping reinforce the idea that good food doesn't need to be too serious or complicated.

WITHOUT MAYO



COLESLAW IS JUST A BOWL OF CABBAGE

MISSING SOMETHING?
THAT PRE-SLICED CABBAGE ISN'T GONNA
DRESS ITSELF. TAKE YOUR SIDE DISH FROM
"SAD AND LONELY" TO "MAIN CHARACTER"
WITH HELLMANN'S MAYO



LIFE IS BETTER WITH MAYONNAISE

WITHOUT MAYO



POTATO SALAD IS JUST *A SACK OF SPUDS*

MISSING SOMETHING?
THAT BAG OF RUSSETS MAY HAVE BEEN ON SALE,
BUT BAKED POTATOES ARE NOT THE MOVE. MAKE
IT BETTER WITH HELLMANN'S.



LIFE IS BETTER WITH MAYONNAISE



INSTAGRAM AD

5:44



Instagram



hellmannsmayonnaise



LIFE IS BETTER WITH MAYONNAISE



Liked by mayo_memes__ and others

hellmannsmayonnaise Still don't know why the Easter Bunny has eggs? Neither do we!

Either way, this Deviled Eggs Recipe is a great way to try out a classic dish if you feel like whipping up something extra this weekend!

Check out the recipe at the link in our bio!

[View all 7 comments](#)

April 2





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YOUTUBE HOMEPAGE AD

es > Birthday Cakes

onnaise Cake

ocolate mayonnaise cake for my birthday meal. It is very moist and has
e flavorful frosting is the perfect topping. —Deborah Amrine, Grand

★★★★☆ 56 reviews

o Make This Spring

Next Recipe >



Total Time

Prep: 15 min. Bake:
30 min. + cooling



Makes

9-12 servings

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This Is Where to Find
an Adorable Bunny
Succulent Plant



Vegan Chocolate
Cupcakes



Oreo Cupcakes with
Cookies and Cream
Frosting

MEDIUM SIDEBAR AD



IN-STORE PRODUCE SECTION AD



GROCERY STOREFRONT WINDOW AD



POINT OF PURCHASE - SHELF STRIP AD

PROMOTION PLAN



PROMOTION

Because of the prominence of TikTok trends and videos, we will launch a promotional competition on this platform using #BetterWithMayo. Videos will showcase users cooking unique recipes using Hellman's Mayo. The most creative videos using the hashtag will win cash prizes, or a weekend trip to an all-inclusive resort.

In order to ensure the hashtag trends, we will pay various social media influencers to promote the competition and strengthen the brand's social media presence. The promotion will primarily be run on TikTok, but will be promoted and shared on other platforms such as Facebook, Instagram, and Twitter as well.

MEDIA PLAN

STRATEGY

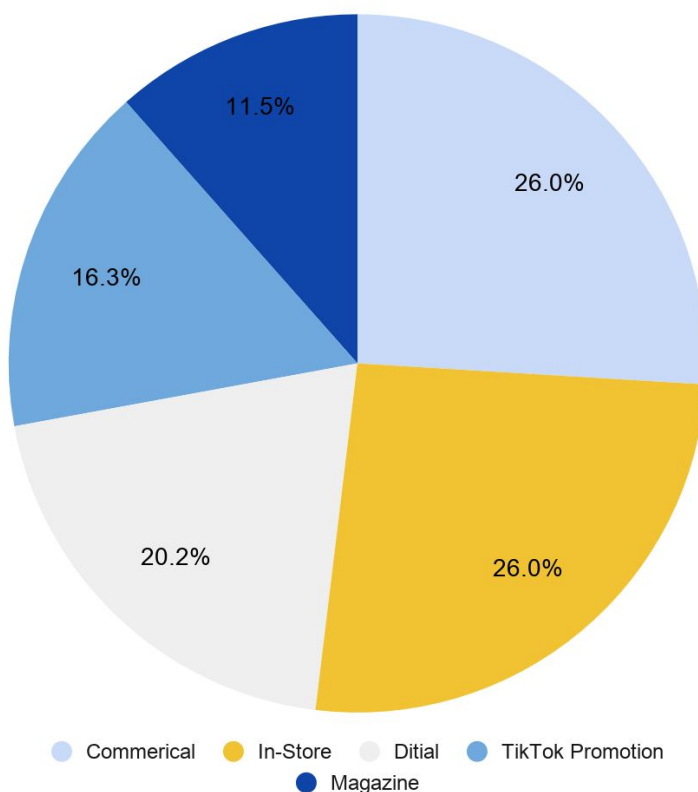
Because our target market is more prone to spend time on social media and out with friends, we have chosen to employ media that will reach the widest margin. By emphasizing social media advertising and promotions, we ensure our ad campaign will reach a greater number of Virtuous Visionaries. We have also chosen billboards in select locations, in-storeads, and short commercials which will run on channels frequented by our target market.



SCHEDULE

Because many of the foods eaten with the product are spring-summer foods (Deviled Eggs, Potato Salad, Coleslaw, Sandwiches, Burgers, etc.), our advertising campaign will launch in early March on the front end of "Easter Season" and carry through the summer and into the early fall. Social gatherings, parties, and barbeques abound during these key months. Key dates include:

- *March 3rd campaign launch, with an emphasis in ads pertaining to party and Easter foods*
- *May 15th will launch the commercial and other alternative ads, highlighting its use barbecue foods (burgers, potato salad, coleslaw, fry sauce, etc.)*
- *July 31st will begin the #BetterWithMayo promotional competition on social media*



EVALUATION

We will evaluate our work based on increased brand-attention among young adults. This will be evaluated based on the following key performance indicators:

- *Surge in sales among 18-25 year-olds.*
- *Stronger social media presence through #BetterWithMayo*
- *Noticeable increase in brand loyalty*

