



Hellmann's Made with Olive Oil In-Store Summer Concepts

Project Liberate

JTBD

- Get moderate Hellmann's REAL uses to switch to lighter oil products by delivering better tasting better-for-you products.

Campaign Objective

- Drive trial and awareness of Hellmann's with Olive Oil
- Communicate same Hellmann's taste but with inherent goodness of olive oil
- Reinforce simple, high-quality ingredients

Insights

Summertime is liberating. Consumers are lightening up, hitting the road, taking vacations and enjoying the warm weather. It is a time for delicious sandwiches, tasty salads and overall lighter fare. Whether it is a great summertime picnic, an afternoon snack on the beach, or a seaside evening dinner, food plays a large role in creating our most memorable summer moments.

Summer of Goodness

Idea: There's so many good things to enjoy once summer arrives – from picnic lunches in the park to fun family nights on the patio. And now Hellmann's is here to make *this* summer even *better*, with the *goodness* of Olive Oil and Nature's Own Bread. We'll help you enliven the idea of the summer sandwich and transform it into something special, with quick-fix ideas that feed every occasion under the sun.

At Its Core: Hellmann's Mayo with Olive Oil and Nature's Own Bread are enlivening the idea of the summer sandwich.

Partnership: Natures Own Bread

Summer of Goodness

Activation Starters:

- Tie in to the produce department with cross offers on fresh produce.
- Coupon book that lasts all summer that will feature dollars off Hellmann's Mayo w/Olive Oil, Nature's Own, deli meats and produce
- Leverage Snap Tags at shelf to deliver summer occasion sandwich tips and recipes straight to shopper's smart phones.
- Calendar engagement on a microsite that delivers new sandwich ideas everyday
- Connect users with their stories and experiences ie. Share your favorite summer sandwich on Facebook.
- Send in a pic of your favorite summer activity and be rewarded with a recipe suggestion for that occasion and a coupon.
- Custom apps available for download and IRCs
- Loyalty - Utilize shopper loyalty card programs to offer "good" deals or "good points" throughout the summer that are activated with the purchase of Hellmann's Olive Oil and Nature's Own bundle
- Signage - Create secondary signage in various departments including plastic bags/paper bags, disposable containers, cheese/meat (shelf talk for peg bags and clings for deli), chips, sodas, paper towels/napkins the summer aisle that encourage shoppers to purchase Hellmann's Olive Oil and Nature's Own for the perfect summer sandwiches
- Experts - Employ retail experts (i.e., chefs) to create recipes for the perfect summer sandwiches (Sample messaging: "With Hellmann's Olive Oil and Nature's Own you can enjoy an endless summer of sandwiches").

Recipes will be featured in loyalty shopper communication like direct mail, as well as digital and social media outlets. Additional take one with recipes and coupons can also accompany POS

Goodness to Go

Idea: When summer starts, so begins the season of road trips, beach days and outdoor adventures. More than ever, you're looking for quick-fix meals that are easy to *pack* and *packed* with goodness. That's why Hellmann's Mayo with Olive Oil is partnering with Nature's Own and Rubbermaid – providing simple sandwich solutions that will stay fresh through all your summer fun!

At Its Core: Hellmann's Mayo with Olive Oil is teaming up with Nature's Own Bread and Rubbermaid to provide on-the-go summer solutions packed with goodness.

Partnerships: Nature's Own and Rubbermaid

Goodness to Go

Activation Starters:

- Recipes:
 - Recipes - Feature occasion-specific sandwich recipes (bike riding, poolside, movies in the park) on loyalty shopper communication, relevant social and digital media channels as well as snap tag or tear pad on POS.
 - Ingredients for each sandwich can be added to a customizable shopping list that the shopper can print or upload to a retailer specific app
 - Can be delivered in-pack or with IRC
- Cross ruff promotional offer with the deli department
- Tie in the produce department (speaking to “goodness”).
- Radio ads or sponsorships for those in the car and on the go.
- Offer – Get free grocery delivery with purchase of Hellmann’s Olive Oil and Nature’s Own throughout the summer at participation home delivery retailers
- Sampling - Substitute retailer’s ready-made sandwiches during a select time period to offer sandwiches made with Hellmann’s Olive Oil and Nature’s Own. Each sandwich includes a recipe and coupon on pack (Maybe even free for a week to kick off the promotion?)
 - Sampling Demo in the produce department.
 - If we can’t execute the sampling/replacement we can still brand the stickers on the ready made sandwiches to encourage shoppers to make their own quality sandwiches at home

Spread the Goodness

Idea: When you discover something good, you just can't wait to share it with family and friends. And this summer, Hellmann's Mayo with Olive Oil and Nature's Own Bread is helping you spread the *good* word about *good* sandwiches. Just look online and in store for a host of good-tasting sandwich ideas that are easy to fix, and learn how to reward yourself when you spread the goodness to your own circle of sandwich lovers.

At Its Core: Hellmann's Mayo with Olive Oil and Nature's Own Bread are creating an exciting viral and word-of-mouth program, showing how good a summer sandwich can be.

Partnership: Nature's Own

Spread the Goodness

Activation Starters:

- Leverage Mom bloggers and Facebook to get people to share good-for-you sandwich recipes and stories.
- Twitter parties talking about how to create good-tasting summer sandwiches.
 - Moderated Twitter events.
 - Moderator asks questions.
 - Participants answer questions to receive coupons or rewards.
- Create your own virtual sandwich and pass it on to a friend.
 - Build it and share it.
 - Goal is to build the biggest virtual sandwich
- Social Twist coupons
- Catalina ads
- Event/Initiative - Create a sandwich exchange, much like a cookie exchange where moms are encouraged to come together during the summer and bring their favorite mini sandwiches made with Hellmann's Olive Oil and Nature's Own to share with the group.
 - Shoppers are encouraged to post their recipes and photos from their event for a chance to win x\$ retailer gift card
 - This event/initiative could have a bigger presence within Hellmanns.com as a sandwich exchange hub where moms can learn and contribute fun recipes, as well as activity suggestions. Link to Pinterest as well.
 - POS will have a mention and link to the sandwich exchange hub
- Offer – Utilize a crowd-sourcing coupon on the purchase of Hellmann's Olive Oil and Nature's own where the more the coupon is shared the more it's worth. This can be activated through Hellmann's Facebook page or a retailer-specific Facebook/Twitter
- Loyalty – Build a sandwich through Shopkick to earn x\$ off a bundle on Hellmann's Olive Oil, Nature's Own and one more item like lunch meat, chips or liter soda. Shoppers just snap a photo of the barcode to unlock the offer

Layers of Goodness

Idea: Any sandwich aficionado knows, the process of layering each ingredient contributes to the delicious end result that sits comfortably between two slices of fresh bread. And this summer, Hellmann's Mayo with Olive Oil and Nature's Own are adding something special to the mix, helping you create a sandwich layered with natural goodness and taste.

At Its Core: Hellmann's Mayo with Olive Oil and Nature's Own Bread are partnering with deli departments to illustrate the simple artistry behind a good sandwich.

Partnership: Nature's Own

Layers of Goodness

Activation Starters:

- Cross ruff promotional offers with Deli department
- IRCs on pack
- Snap tag at shelf
- Offers:
 - Coupon - Add an extra layer of savings in-store (sample messaging: “Make a sandwich and add a layer of savings. Get a free quarter pound of deli meat with the purchase Hellmann’s Olive Oil and Nature’s Own bread.”)
 - Catalina - Add an extra layer of fun (sample messaging: “Make a sandwich and add a layer of fun. Get a free Redbox movie rental with the purchase Hellmann’s Olive Oil and Nature’s Own bread.”)
- Sweeps/Facebook Engagement – Encourage retailer-specific Facebook followers to post their favorite unconventional sandwich layer (i.e., Potato chips, cranberries) along with Hellmann’s Olive Oil and Nature’s Own for a chance to win x. This could be an opportunity for additional partnerships.
- Mobile - Create a sandwich making game (through the retailer’s app) that unlocks an offer when the shopper shoots QR codes or snap tag “layers” on secondary signage near products that are essential to the sandwich making process. This could be a fun opportunity to engage and occupy children throughout the shopping trip