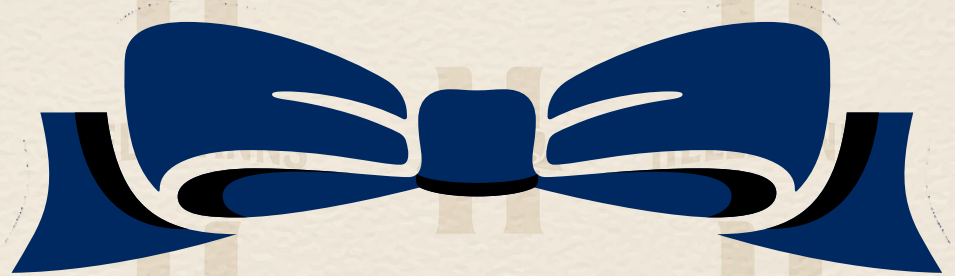
When Creators meet Culture:
The Hellmann’s Recipe for Impact

Stella Volaki
Foods Lead GR





WHO WE ARE

ROOTS

Born in a NYC deli more than 100 years ago, with passion for quality and a flair for raising the bar on taste, Richard and Margaret Hellmann created the perfect mayonnaise and proudly signed it off with a blue ribbon.



BELIEFS & VALUES

We believe that elevating taste brings more joy to people's lives because it makes moments more pleasurable.

We value pleasure, excitement, generosity and the joy of people coming together.



BORN IN

1987

“Bring out the Hellmann’s”

“Bring out the best.”


OUR PURPOSE IN
CULTURE



FOOD TO CULTURE



OUR DESTINATION: Where food and culture collide



CULTURE TO FOOD



From Campaign Promise to Cultural Moment

One of the most successful earned-media activations for Hellmann's Greece

Our Inspiration



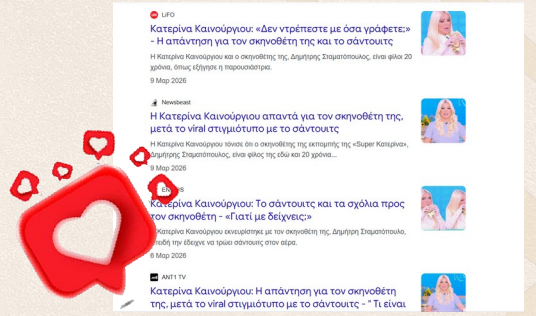
"You **forget the rest**, when you **bring out the best**"

Our Approach



Translated consumer behavior, not campaign assets.
Created the **Zone Out Effect.**

Outcome



Viral organic content, minimal paid investment

Turning a TV Mistake into a National Conversation

THE IDEA

- Staged on-air blooper
- Katerina Kainourgiou
- Entertainment > Advertising

KEY SUCCESS FACTORS

- Culturally relevant
- Entertainment first
- Authentic talent fit

VIRAL ENGINE

- 2 influencers only
- One simple question
- Earned media amplification



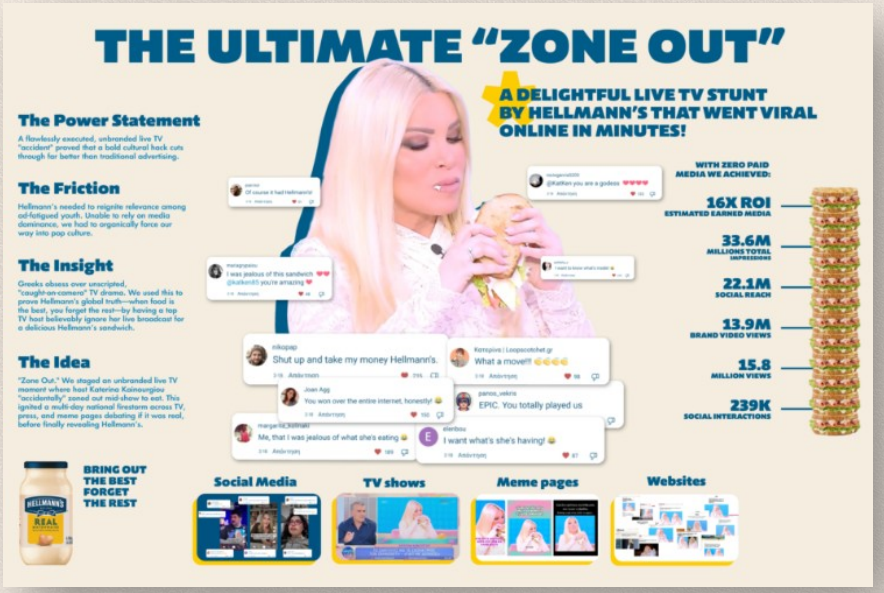
Entertainment created curiosity → Curiosity created conversation → Conversation created reach

From Buzz to Business Growth

The campaign did not just create buzz. It accelerated business growth.

🏆 Bronze Award at GIM

GLOBAL INFLUENCER MARKETING AWARDS



📈 Significant Value Market Share growth



Lessons Learned

Be bold. Experiment.
Make room for ideas beyond the usual playbook.

Small budget. Big idea.
Start with a focused pilot that’s easier to approve.

Define success upfront.
Know what you’re testing and how you’ll measure it.

Bring stakeholders in early.
Build the idea with the people who approve it.

Scale what works. Share what doesn’t.
Invest in proven ideas and share the lessons.

Thank you