

# Unilever Marketing Campaign Brief

**Brand:** Hellmann's

**Campaign Objective:**

Make household meal planners feel like creative culinary heroes by showing them how Hellmann's transforms ordinary leftovers into meals their families will love.

**Target Audience:**

Primary meal planners, 32-45, with children at home, who cook dinner at least 5 times weekly and feel constant tension between stretching their grocery budget and providing satisfying meals. They regularly use food-related social media for meal inspiration and experience guilt when throwing away food.

**Key Message:**

"Turn yesterday's forgotten leftovers into today's family favorites."

**Campaign Timing:**

January (post-holiday) to align with new year budgeting mindset.

**Additional Notes:**

Our target experiences a moment of defeat when looking at container leftovers, often defaulting to throwing them away after a few days. This campaign will transform that moment of defeat into an opportunity for creative triumph, positioning Hellmann's as the secret ingredient that makes them look like culinary heroes to their families while reducing waste.