



BURGER ROUTE COMES TO SOUTH AFRICA

February 2017

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BRIEF

Recommend how best to adapt and implement the Global Hellmann's Burger Route BET in South Africa.

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JTBD

GET fast casual, casual and mid-tier chains that serve burgers...

WHO are using lower priced mayonnaises...

TO join the Hellmann's Burger Route and switch to Hellmann's Real...

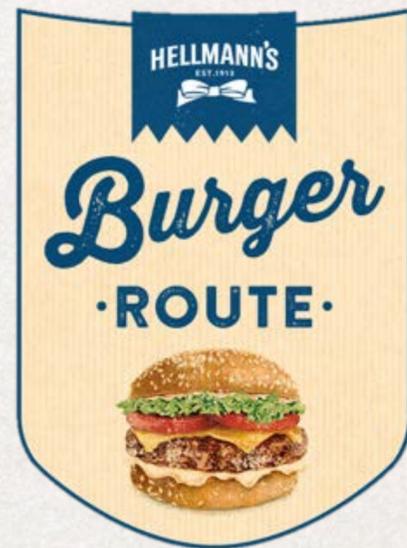
BY showing them that Hellmann's will help them to drive more guests through their doors...

BECAUSE they will get publicity in their area, social media tips and tricks from other business owners.

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PROGRAM SOLUTION

We're **on the side of chefs** because we will help them to **drive more guests through their doors.**



As a marketing powerhouse and a burger expert, we will support them with:

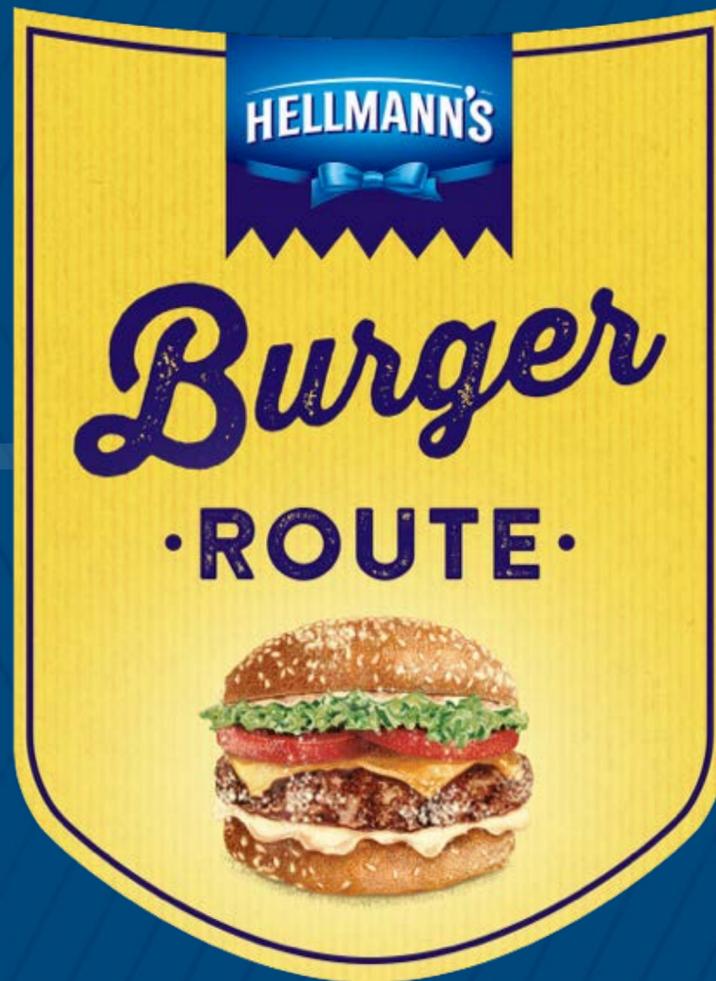
- Publicity and exposure
- Incentivised footfall
- In-store promotional material
- Connection to other business owners

#BurgerRouteZA

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KEY VISUAL

The recommended KV strikes a balance between Project Franklin visual identity and local product range.



CAMPAIGN OVERVIEW

IN RESTAURANTS

IN HOME

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Launch					
Burger Promo: "Try Our Burgers"			Burger Competition: "Make Your Own"		
Burger Events			Burger Party	Burger Party	Burger Party
Durban	Johannesburg	Cape Town	TBC	TBC	TBC
Amplification: digital, outdoor, in-store					

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LAUNCH PARTY

Objective: Introduce the Burger Route concept.

We'll launch the campaign by replicating a mini-Burger Route along a trendy city street in Johannesburg. Guests, key media influencers and VIP's will travel the mini route learning about the brand, the new campaign and getting to taste delicious Hellmann's sliders.

Restaurants will be given the opportunity to feature at the event but this is not essential to their participation in the Burger Route.

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ROB'S ROAD TRIP

Objective: Leverage current brand personality and create consistency throughout the campaign.

We recommend using Rob van Vuuren as a spokesperson for Burger Route. His current involvement in the “Bored Burger Flipper” campaign aligns to the content we would need to create for Burger Route (by having someone travel the route, sampling burgers), and ensures consistency. His energy and personality would help build and sustain the campaign.

We will use the Burger Truck to launch the “route” concept, by giving the impression that Rob is now heading off around the country.

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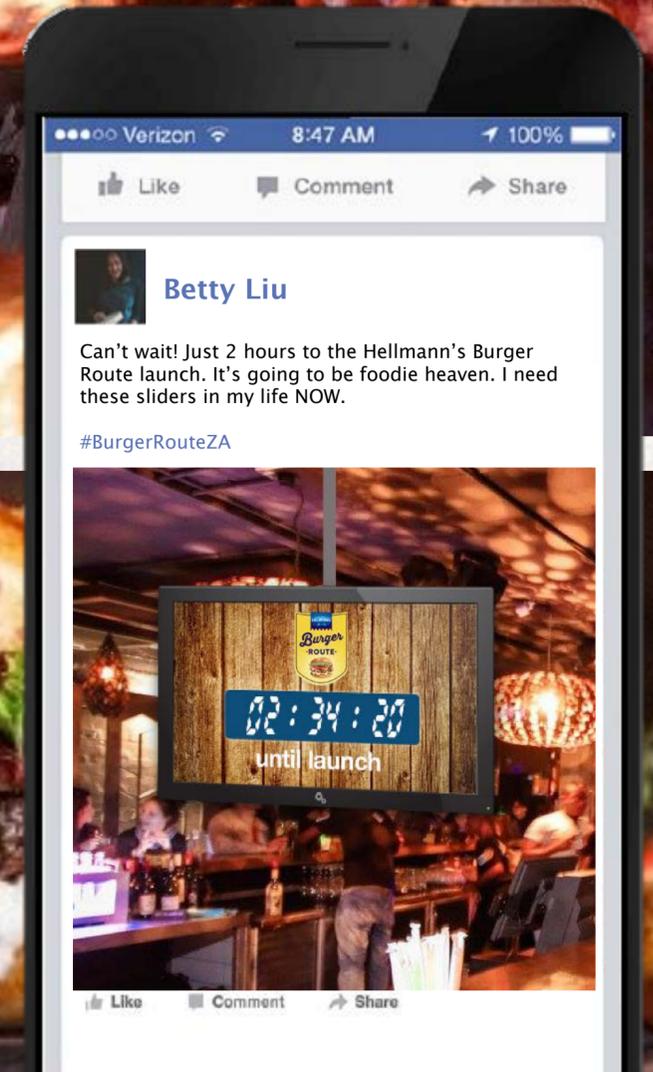
RESTAURANT LAUNCH

Objective: Create a buzz throughout the network of restaurants involved.

All willing participating Burger Route restaurants will feature a countdown clock on their premises. When the clock reaches zero, the Burger Route will officially open and restaurants will be able to serve their unique Hellmann's burger creation.

Every table of guests in the restaurant qualify for a free Hellmann's burger.

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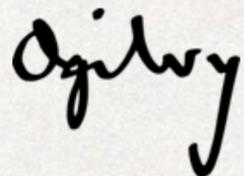


VIDEO LINK-UP

Objective: Entrench the idea of a national “network” of Burger Route restaurants.

A video link-up at the launch event will cut between various participating restaurants. The goal is to initiate and amplify a “shotgun start”: consumers will be shown to be eating burgers all around the country at the same time our VIP’s attend the launch.

The video feed will also be accessible online.



UNITY, STATION DRIVE LIVE



CRAFT BURGER BAR, SEA POINT LIVE



ROYALE EATERY, LONG STREET LIVE

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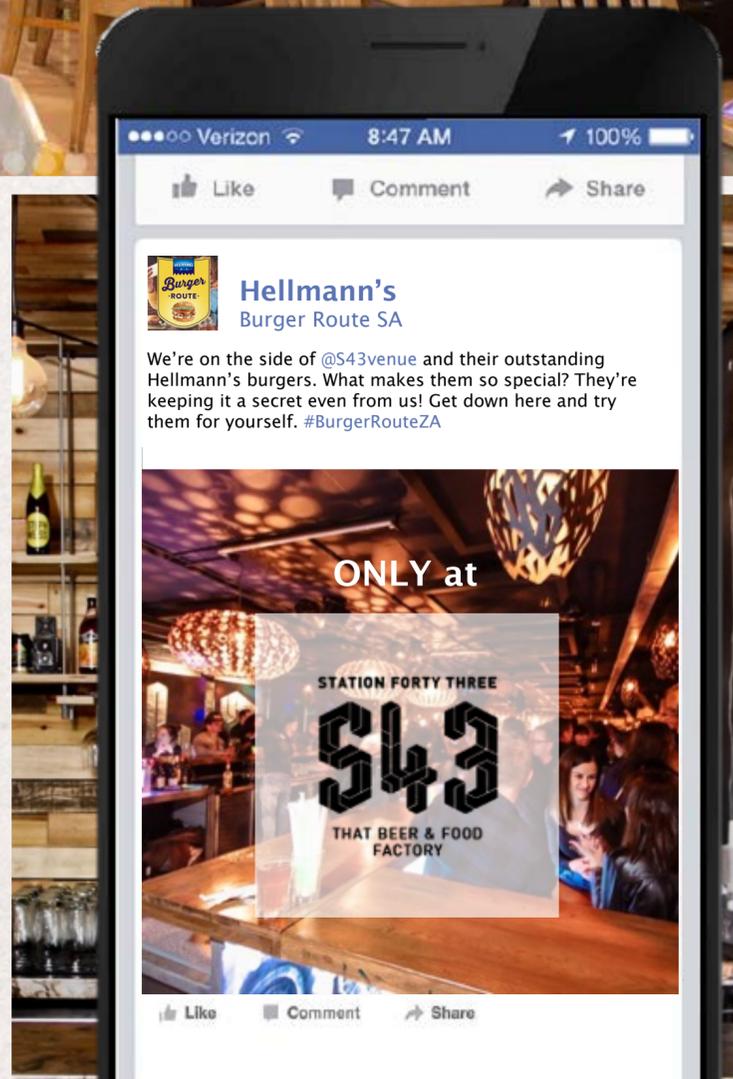
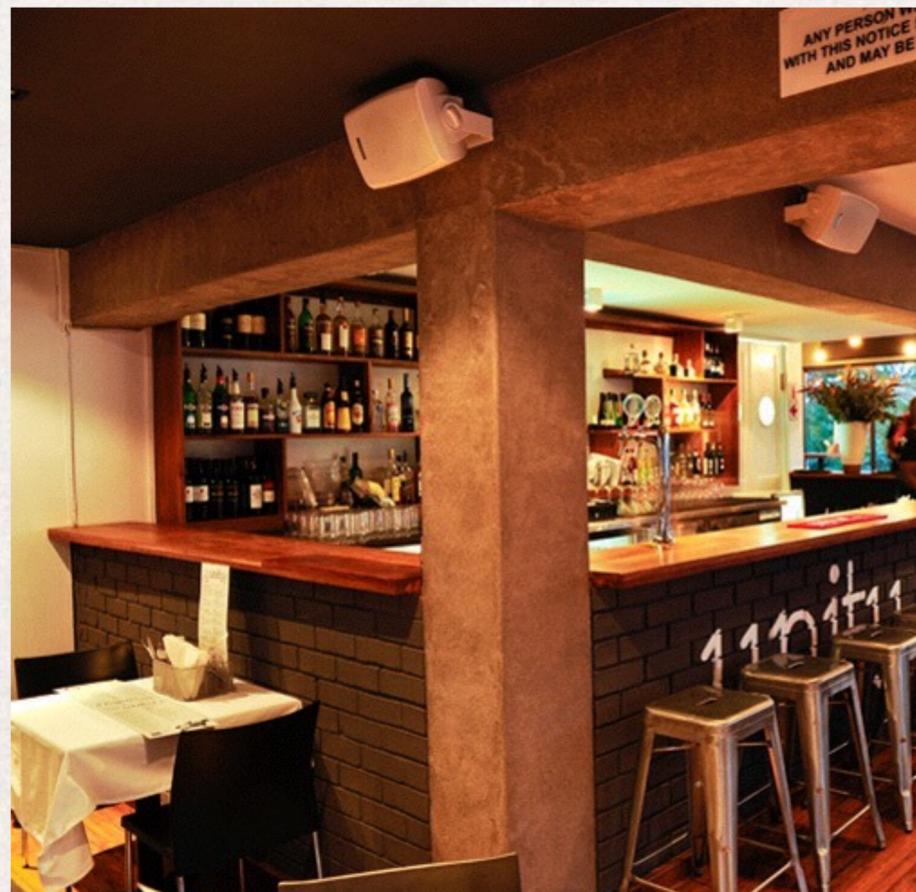
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BURGER PROMO

Objective: Highlight Hellmann's benefit for burgers and profile participating restaurants.

The Burger Route will consist of selected restaurants known for their delicious burgers. Each restaurant will develop a unique Hellmann's Burger that will be featured on a Hellmann's Burger Route map/menu.

Consumers will be encouraged to try the unique Hellmann's burgers from each participating restaurant in their area. Aside from the guarantee of an outstanding burger, we'll provide additional incentives to drive feet through the restaurant door.



CONSUMER JOURNEY

Objective: Encourage consumers to share and keep sharing #BurgerRouteZA content.

All consumers need to do to be eligible is tag their post with #BurgerRouteZA, mention @HellmannsZA and the name of the restaurant. The most creative / most liked / most shared will stand to win instant spot prizes as well as the grand prize.

Step 1

Visit a restaurant on the Hellmann's Burger Route.



Step 2

Order that restaurant's Hellmann's burger from the Burger Route menu.



Step 3

Snap a photo of your Hellmann's burger.



Step 4

Upload it to social media using #BurgerRouteZA.



Step 5

Mention @HellmannsZA and the name of the restaurant.



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INCENTIVE TO PARTICIPATE

SPOT PRIZES

Assessed and awarded by the restaurant owner



Free side order of fries



Free side order of a drink



25% off burger meal



Uber discount code

Incentivise and reward to participation and sharing

GRAND PRIZES

Assessed and awarded digitally



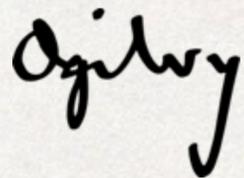
Plane tickets and accommodation for a weekend in another city to expand your Hellmann's Burger Route experience

Content creation opportunity

RESTAURANT KIT

Objective: Provide restaurant owners with the material they need to drive awareness and participation.

Incentives Book	Posters	Table talkers	Burger flag	Staff badges	Place mats	Burger wrappers	Staff aprons	Condiment rack	Outdoor: bunting	Outdoor: ambient	Outdoor: billboard
SMALL											
MEDIUM											
LARGE											

The logo for Agility, featuring the word "Agility" in a stylized, handwritten-style font.

INCENTIVES BOOK

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POSTER

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HELLMANN'S
Burger
·ROUTE·

HELLMANN'S
OUT THE BEST™
ORIGINAL
MAYONNAISE
MADE WITH BARN EGGS

**MAKE YOUR MARK
ON THE HELLMANN'S
BURGER ROUTE**

- Take a photo of your Hellmann's burger.
- Post it on social media using #BurgerRouteZA.
- Mention @HellmannsZA and the name of the restaurant.

You could win spot prizes as well as the chance to try another stop on the Burger Route in a different city.

[f /HellmannsZA](#)

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TABLE TALKER

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HELLMANN'S
Burger
·ROUTE·

**MAKE YOUR MARK
ON THE HELLMANN'S
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/HellmannsZA

OUTDOOR

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**NEXT BURGER
ROUTE RESTAURANT:
ROBSON'S 2km**

 /HellmannsZA

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OUTDOOR

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LIVE COUNTER

Objective: Build awareness via live database tracking

In each restaurant, the countdown clock will become a live counter. This will populate with entries into the campaign, providing nationwide visibility and further encouragement to participate.

The content will cut between the social feeds of various Burger Route restaurants, giving key statistics and sample posts.

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Jennifer Mayers
@southern_mayers

Just had the most amazing #BurgerRouteZA burger at @RoyaleEatery in Cape Town! #deliciousness

Share 13k

Tweet 8k

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BURGER EVENTS

Objective: Profile individual restaurants to further encourage participation

Every week, one restaurant on the Burger Route will play host to a “feature night” which shines the spotlight on them and their Hellmann’s Burger.

Rob van Vuuren will visit the restaurant along with the Burger Truck. The Burger Truck will be stationed outside while restaurant owners are interviewed to discuss what makes *their* stop unique on the Route.

This will provide rich content for use across Facebook (+Live Video), Instagram (+ Stories), Twitter and YouTube.

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PROPOSITION TO OWNERS

What's in it for me?

1. Great exposure for you and your restaurant.
2. Increased incentive for people to visit your restaurant.
3. Wider network and connection with other like-minded restaurant-owners.

What do I need to do?

1. Create your unique Hellman's Burger.
2. Decide on a small, medium or large Hellmann's Burger Route kit.
3. Get people ordering, eating and sharing your unique Hellmann's Burger!



PROPOSITION TO CONSUMERS

What's in it for me?

1. The opportunity to try some new and unique great-tasting burgers.
2. Rewards for eating and sharing said burgers (spot prizes and chance to win the grand prize).
3. A unique multi-restaurant experience across my city and country.

What do I need to do?

1. Order a Hellmann's Burger at one of the participating Burger Route restaurants.
2. Share your pics and experiences of the Hellmann's Burger route with the Hellmann's handle, restaurant handle and #BurgerRouteZA.
3. Check out as many of the Hellmann's Burger Route restaurants as possible and invite your friends to join you en-route.

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BURGER COMPETITION

Objective: Extend reach to consumers not based in featured restaurant cities

In the second phase of the campaign, consumers will be challenged to create their own versions of a Hellmann's Burger that they have tasted (or seen) along the Route. The aim is to make a Hellmann's burger so worthy that your home becomes the "next stop" on our famous Burger Route.

The call to entry will be seeded across:

- Look-a-like audiences (based on working campaign data)
- Hellmann's social channels
- Participating restaurant's social channels

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CONSUMER JOURNEY

Objective: Incentivise consumers to make and share their own burger creations.

Making your own Hellmann's Burger puts you in line to win the ultimate Burger Party, with all the trimmings, delivered straight to your home.

Step 1

Create your own delicious Hellmann's burger at home.



Step 2

Post a picture to social media using #BurgerRouteZA.



Step 3

Add a short description to tell us what makes your burger the best.



Step 4

Rob van Vuuren leads the team of restaurant-owners to select one pick per month.



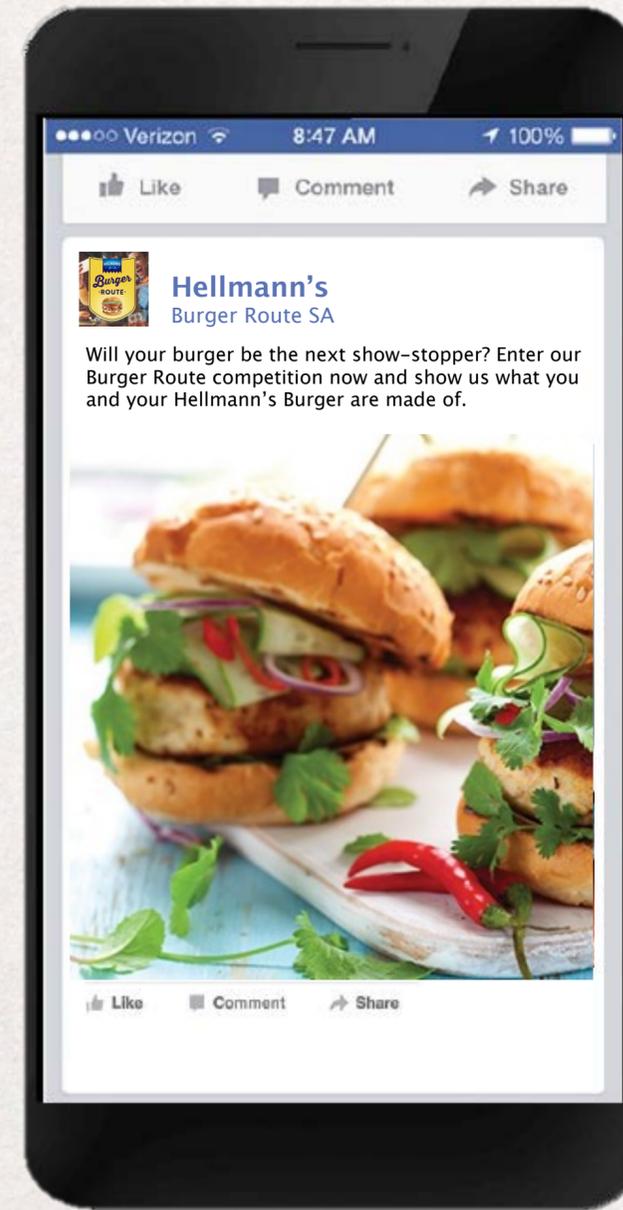
Step 5

If you win, Hellmann's will bring the Burger Truck to YOU.



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CALL-TO-ENTRY



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BURGER PARTY

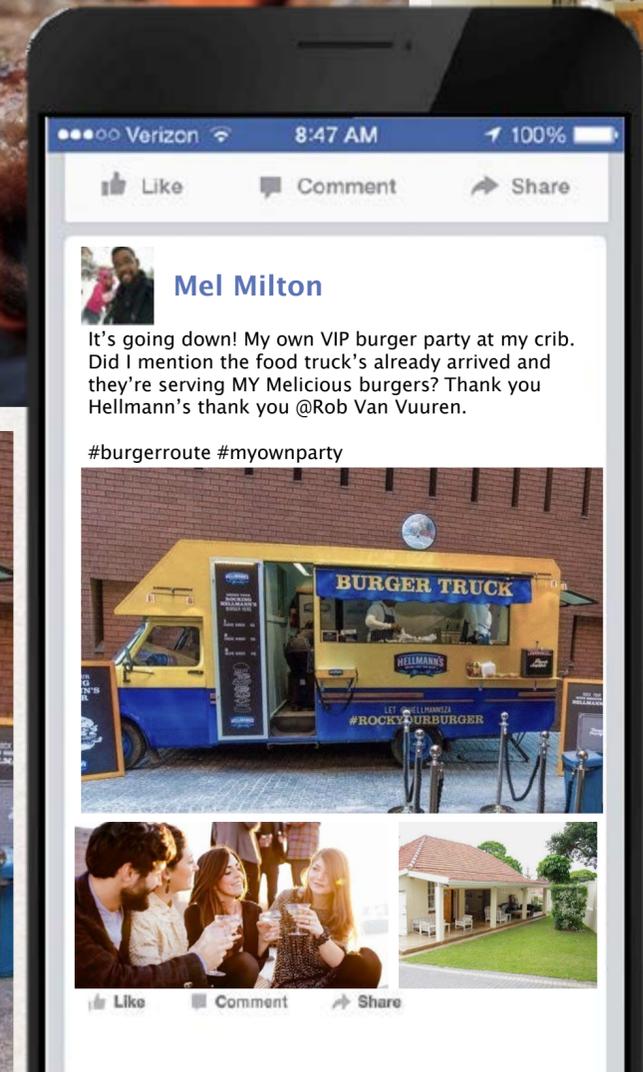
Objective: Reward and profile consumers to incentivise participation

Once a month, we will select one winner to have the Burger Truck come to their home:

- Rob van Vuuren attends with the The Hellmann's Burger Truck, serving samples of your burger to guests.
- A stand-up routine plus a live band will make sure your guests are entertained.

Each party will be captured, documented and used across Facebook (+Live Video), Instagram (+ Stories), Twitter and YouTube to further promote participation.

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IN-STORE

Objective: Increase awareness & encourage purchase

We will create mini-Burger Bars for promoters to serve 'sample sliders' of the most locally relevant burgers (e.g. Durban-based retailers feature Durban-restaurant sliders).

This will not be restricted to the condiments aisle, but can take place throughout the store, where burger ingredients are bought (e.g. in the meat section).

This could apply throughout the campaign.

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PROPOSITION TO CONSUMERS

What's in it for me?

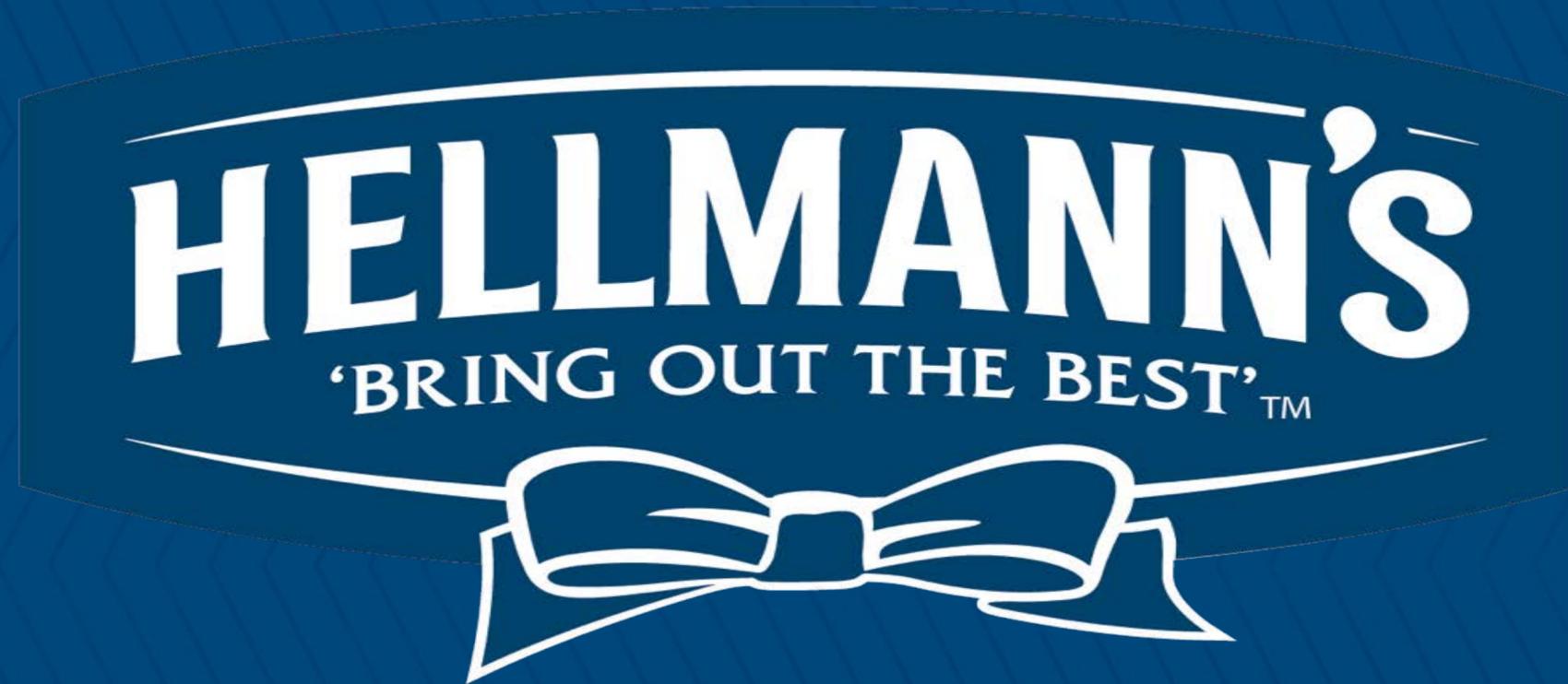
1. The opportunity to make some new and unique great-tasting burgers.
2. The chance to win a unique burger party experience in my home and become the "next stop".

What do I need to do?

1. Buy Hellmann's in-store
2. Create your own unique Hellmann's Burger
3. Post a pic/video/story (whatever you want!) with the Hellmann's handle and #BurgerRouteZA and wait to hear if you're our burger party winner.



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THANK YOU

February 2017

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