SoPost

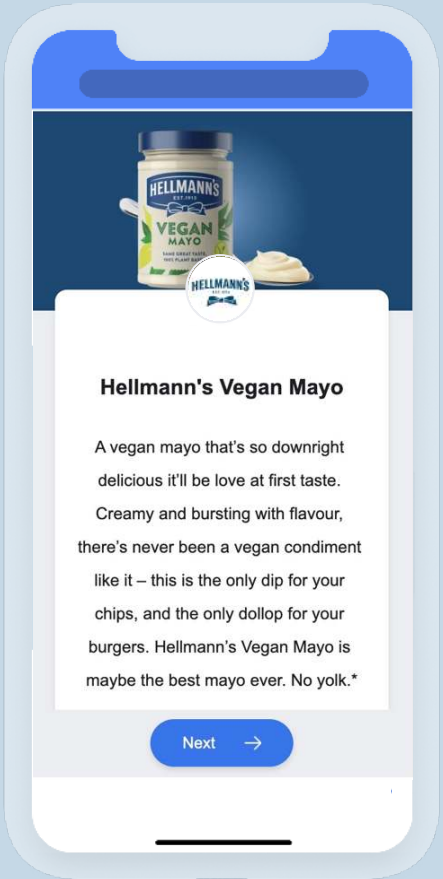
Hellmann's Case study

Hellmann's Vegan Mayonnaise receives 97% recommendation rate from consumers



Objective

As a part of their widespread 'Veganuary' campaign Hellman's wanted to target beyond the vegan audience and reach new, non vegan consumers.



Solution

Hellmanns gave consumers the opportunity to claim x2 sachets of their Vegan Mayonnaise, via a Facebook Lead Ad. Hellmanns controlled the ad creative, targeting and spend whilst utilizing SoPost's platform, data, fulfillment and analytical capabilities.

One of the main aims was to collect as much qualitative feedback as possible. This was achieved by asking consumers to leave a written review of their sample. Overall, Hellmanns collected over 3,000 written reviews on their vegan mayonnaise.

40,000

targeted consumers received a sample.

sales@**sopost.com**

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Results

Consumers who received a sample were contacted via email after their moment of trial to provide feedback and reviews.

84%
of reviews were five-star

3,138
reviews recieved from consumers

★★★★½

4.75
average rating



48.5%
consumers agreed to receive further marketing from Hellmann's

97%
of the respondents have recommended or will recommend the product to a friend

35.6%
of consumers had already purchased the full size product before leaving a review

★★★★★

"Didn't have great expectations to start with (being honest), however, my expectations were exceeded, exploded, annihilated and sent to another galaxy, far, far, ever so far away.... I will never buy another mayonnaise again...."

Actual Consumer Review



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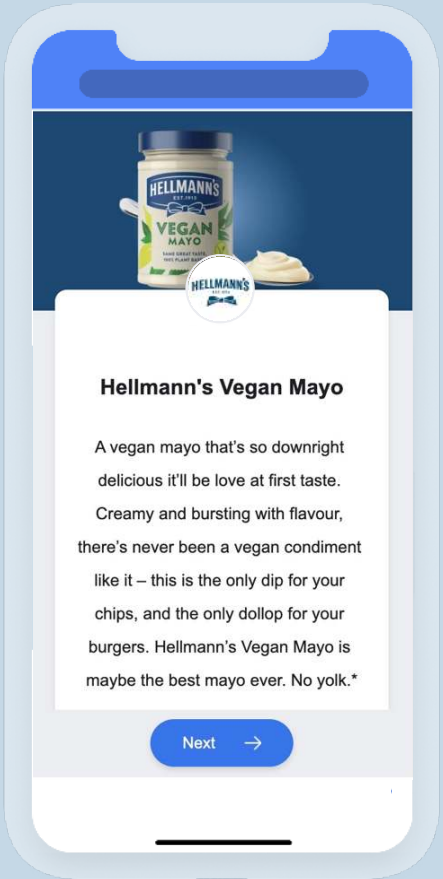
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