Supporting Sustainable Society while Elevating Brand Competitiveness: A Case Study of Hellmann’s Cook Clever Waste Less Campaign

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Abstract. Green advertising is a powerful tool in encouraging transformation of people’s behaviour to tackle climate change issue. To pursue it, collaboration between advertising agency and client is crucial. Understandably client wants the advertisement, that need a good amount of budget allocation, elevates their brand competitiveness. Through Hellman’s Cook Clever Waste Less campaign, Mindshare agency proved that green advertisement could achieve both goals. This study analysed creative strategy behind Hellmann’s Cook Clever Waste Less campaign using HumanKind philosophy and Goal Grid method as a case study. The study found that key factors behind the success of Hellmann’s campaign are brand purpose related to environmental issue that relevant to the product, audience’s insight, and behaviour changing act (not just ads) that could be a solution for audience’s need. There are conditions that need to be achieved, preserved, avoided, and eliminated so the client and advertising agency could evolve from creating an advertisement that focuses on communicating the product’s information into green advertising that engages people in changing behaviour act. The result of this study could be used as motivation and reference for the industries to pursue green advertisement without having a distrust that it would lessen the brand competitiveness.

1 Introduction

Household consumptions are responsible for 72% of greenhouse gas emissions [1]. Therefore, every human being must share the responsibilities and furthermore the industries, as the ones that have the power, must take a big part of those responsibilities. The industries should fight the climate change holistically. One sector of those fights that could be pursued is green advertising. Green advertising is advertisement that promotes green lifestyle. It communicates products, services, ideas, or organizations’ ability to reduce environmental harm [2].

Through the years, the way of a product communicates to the target audience is evolving. It started with communicating the unique selling proposition [3] and then adding the target group’s need, expectation, values [4] as other elements to be considered while creating advertising’s message. Throughout the evolution, the role of advertising is generally still the same. It supports the brand competitiveness by providing information about the products/services, so the consumers would prefer to choose the related brand [5]. Then, while the advertising’s role is stimulating the consumption, how could it transform as a tool to support the green lifestyles which’s coherently related to less consumption?

Numerous big advertising agencies and industries in UK has formed a coalition called Ad Net Zero. The drive of the organization is to reduce the carbon impact of developing, producing, and running advertising to real net zero. They issued five-point Action Plan for the transition to net Zero [6]. Furthermore, to celebrate the efforts from the advertising industries to tackle the climate emergency, Ad Net Zero held an annual award event.

The fifth point of Ad Net Zero’s action plan is harnessing advertising’s power to support positive consumer behaviour change. As the response, Mindshare creates initiative project: #ChangeTheBrief. The movement suggests when designing a campaign that was briefed by the client, the advertising agencies present additional strategy and creativity that encourage sustainable behaviour or attitude in client’s audience [6]. Mindshare brought this initiative into something bigger by asking Purpose Disruptors to engage the other industries/companies to work together and form #ChangeTheBrief Alliance [7].

One of the outcomes of the #ChangeTheBrief initiative is a campaign from Hellmann’s “Cook Clever Waste Less” by Mindshare in 2021. The campaign is delivered through TV series, digital assets and online video in social media and downloadable recipe booklet. Hellmann’s Cook Clever Waste Less campaign educated the audience to minimize food waste for fighting the climate change while also enlighten them that the activity would save them a good amount of money. The result of the campaign is the visit of Hellmann’s website increased 500% and the recipe.* Corresponding author: aoscario@binus.edu

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booklet was downloaded more than 40k times [8]. Over a period of 4 weeks, it resulted in a reduction of up to 46% in household food waste. More than 200 million people in the US, Canada, and UK were motivated to minimize their food waste in 2021 [9]. The success of the campaign was validated by getting an appreciation as Campaign of the Year at Ad Net Zero Award 2022. Through its innovative communication strategy, Hellmann’s put its product as the top-of-mind brand as the customer’s first choice mayonnaise and being better for the planet. Their advertisement didn’t sell their mayonnaise as plain as the nose on your face, but the brand and the product still won people’s heart.

The previous studies about green advertising said that creativity is the significant element of advertising success because when people are overwhelmed from overload information, they will ignore advertisement. Advertising creativity is critical to grab their attention [10]. So how did Mindshare and Hellmann’s design the creative strategy for the campaign? How could they create an advertisement campaign for a simple daily household product, i.e., mayonnaise sauce that could encourage sustainable behaviour? And while the campaign is not focus on the information of the product, how could it still elevate its brand competitiveness?

As mentioned before, the way of a product communicating to the target audiences is keep evolving. The study would describe and analyse the strategy of Hellmann’s Cook Clever Waste Less green advertisement campaign. It would document the way of Hellman’s Mayonnaise communicated to the target audience and formulate the campaign strategy, so it could be a source of inspiration and blueprint for the other companies to join the movement in encouraging their audience’s sustainable behaviour.

2 Methods

The study would learn about the evolution of advertising campaign’s commercial creative strategy to a green advertisement that supports sustainable society while still elevating brand competitiveness. It was conducted using a qualitative descriptive method. The method is selected because a straightforward description of a phenomenon is desired [11]. It used Cook Clever Waste Less campaign from Hellmann’s Mayonnaise as a case study. As stated at the introduction, the campaign was succeeded at the brand engagement rate, the reduction of household food waste and got an award as Campaign of the Year at Ad Net Zero Award 2022.

The data about Cook Clever Waste less campaign items, such as: video, e-brochure, website was collected from various online sources. To understand the creative strategy, the campaign’s item would be reverse engineered. The content and context of the green advertising campaign would be described and analysed using HumanKind philosophy from Leo Burnett.

The analysis result would be validated using triangulation of data [12]. Professionals from advertising agencies answered open-ended narrative questionnaire to give their thought on the campaign.

For the second step of the research, the Hellmann’s green advertising campaign’s creative strategy would be compared with the commercial campaign’s creative strategy. Using Goals Grid tools, it would describe the evolution process; changes that need to achieve, preserve, avoid, and eliminate to be able to design a campaign that support sustainable society while still elevate the brand competitiveness. The framework of the study is illustrated at Fig. 1.

![Fig. 1. Research framework](https://doi.org/10.1051/e3sconf/202342602092)
another element, beside unique selling proposition, which is target group’s need, expectation and values are added.

Fig. 2. Commercial campaign’s strategy based on unique selling proposition

Fig. 3. Commercial campaign’s strategy based on insight and unique selling proposition

Big multinational advertising agency also created their own formula for creative strategy. For the examples: Dentsu has Dentsu’s 8 ways philosophy, Leo Burnett has HumanKind, Saatchi & Saatchi has Lovemarks, etc.

2.1.2 HumanKind Philosophy

HumanKind is a philosophy came from a worldwide advertising company, Leo Burnett. It believes that creativity has the power to transform human behaviour. It’s not about advertising, brand propositions or selling product, but creating acts that focus on people, purpose and changing behaviour. It focused on the questions: what is the brand for and what can it give to people? To bring a higher level of creativity and be able to self-measure it, Leo Burnett created HumanKind GPC Scale. A campaign could be measured as a HumanKind Act if it’s on the scale of 7+. It’s described as a campaign that has an inspiring idea and beautifully crafted. The idea or brand or experience is centred on human and could transform the way people thinks, feels, and ultimately behave [13].

The brand purpose and changing behaviour act that are the essence of HumanKind philosophy are reflected in Cook Clever Waste Less campaign. Because of that, this study used HumandKind as a theory to describe and analyse the creative strategy of the case study. The study summarized HumanKind philosophy and it’s illustrated at Fig. 4. The content and context of the case study would be discussed based on its brand purpose, audience’s insight and changing behaviour act.

Fig. 4. Campaign’s strategy based on HumanKind Philosophy

2.1.3 Goals Grid Tools

The goals grid was created by Fred Nickols as a tool for setting and clarifying goals and objectives. As illustrated at fig. 5, there are 4 conditions that must be examined: achieve (we want but don’t have), preserve (we want and currently have), avoid (we don’t want and don’t have), eliminate (we have but don’t want) [14].

Fig. 5. Goals Grid

3 Results and Discussions

3.1 Analysis of the Creative Strategy of Hellmann’s Cook Clever Waste Less Campaign Based on HumanKind Philosophy

3.1.1 Hellmann’s Cook Clever Waste Less Campaign

Hellmann’s is an established best-selling mayonnaise brand that has a long history since 1913. In 2000 it’s acquired by Unilever and started its journey to support environmental issue. Hellmann’s transitioned its packaging into 100% food-safe PCR plastic packaging that is made from recycled plastic to reduce plastic waste [15]. In 2021 Hellmann’s continued to prove its
commitment to the environment issue by launching Cook Clever Waste Less Campaign. The campaign focused on tackling food waste issue, where in UK, one of every six bags of food bought ends up being thrown and 70% of the food waste came from household [16]. Together with Mindshare agency, Hellmann’s launched 4 episodes TV series. The reality show was hosted by Prue Leith, UK cook, and a well-known queen of leftovers, and Dr. Rupy Aujla, a general practitioner, and a food expert. The show educated 4 families on how to plan their meal and gave practical tips on cooking so the leftovers that eventually became food waste could be minimized. The families were also invited to go the waste processing site to learn about food waste danger for the environment. In addition to the benefit for the environment, because of those smart plannings, the families got to save a good amount of their money on groceries.

Besides the TV program, to amplify the campaign, Mindshare promoted digital asset and online video across the social media platform. The agency also created a recipe book called Food Waste Hacks that could be downloaded from Hellmann’s website. More than just a cooking guideline, the recipe book taught people about the basic habit to reduce food waste, such as: taking stock, understanding food labels, using freezer, portion control, batch cooking or making two different meals from the same limited ingredients, how to do one pot cooking, and how to do meal planner.

The campaign educated the audience about good food management habit. It taught the audience various practical ways to turn leftover food into delicious dishes that use a touch of Hellmann’s mayonnaise.

### 3.1.2 Hellmann’s Brand Purpose

An advertising usually informs the audience the product’s features or its unique selling propositions. If Hellmann’s and Mindshare took the conventional route, then we would have an advertisement that told us how tasty their mayonnaise is. But Cook Clever Waste Less campaign goes on different route. The message went beyond the product or even the brand propositions. It started with the questions what is Hellmann’s mayonnaise for? What is the brand purpose?

Goes along with their commitment to join Ad Net Zero action plan, they were focusing the brand purpose into tackling climate emergency. And the next question is, what could a mayonnaise product do with an issue as big as climate emergency? Mayonnaise is a household product. One of the closest environmental issues related to the category is food waste. When we waste food, we’re not only discarding the food itself but also all the energy that went into growing, harvesting, transporting, and packaging it. Food waste that ends up in landfills and decomposes produces methane, a greenhouse gas that is more damaging than carbon dioxide. By avoiding food waste, we can reduce human-caused greenhouse gas emissions by 6-8% [17]. So, the problem is very real and yes, we as human could do something to fix it.

Because the issue is relevant to both people, and the product category, it felt natural and authentic when Hellmann’s adopted the food waste issue and communicated it through a campaign.

<table>
<thead>
<tr>
<th>Table 1. Brand Purpose Analysis</th>
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</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
</tr>
<tr>
<td>Tackling climate emergency through reducing food waste</td>
</tr>
<tr>
<td>Food waste issue is real. People has a habit to waste food.</td>
</tr>
</tbody>
</table>

### 3.1.3 Audience’s Insight

Communicating the brand purpose without considering the audience’s insight is like talking to the wall. Nowadays with the reign of the digital technology, the society have been through a massive information overload. As a protection to over-stimulation condition, the brain may seal itself. As the result, people often unconsciously block the information they don’t feel relate to, including advertisement. Therefore, to get the attention of the audiences, the advertisers should make the product relevant by make positive association and meeting the audience’s needs [18]. As stated by HumanKind philosophy, we should focus on the people. So, the next question should be asked is what could Hellman’s mayonnaise give to the people?

For many people, food waste behaviour, such as buying food more than their need, wasting fruits and vegetables because they are rotten at home has become a habit [19]. They don’t realize that wasted food is the same as wasted money. Meanwhile because of the economy recession, 54% of adults in US are anxious about their finances. 66% of them are Gen Z and Millennials [20]. So, what if Mindshare and Hellmann’s could not only educate people to change their food waste habit for the goodness of environment, but also could answer their needs to save more money? By answering their need, i.e., becoming a little help for their economy anxiety, Hellmann’s Cook Clever Waste Less campaign has become relevant to their audience.

<table>
<thead>
<tr>
<th>Table 2. Audience’s Insight Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
</tr>
<tr>
<td>People don’t realize that wasted food is the same as wasted money.</td>
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</tbody>
</table>

### 3.1.4 Changing Behaviour Act

Audience’s insight and brand purpose are the basis for creating the campaign idea. A study in Malaysia found that youth consider green advertising campaigns are effective to encourage behavioural change, but they need more information on how to do it rather than what it is about [2]. HumanKind states an engaging idea that is designed centred on human is not enough if it couldn’t
be able to transform people. It’s important to create an act, not just an ad [13]. And that’s exactly Mindshare and Hellmann’s did in Cook Clever Waste Less campaign. The campaign didn’t only tell people about what food waste is, but how to reduce our food waste by turning it into something tasty with a little help from Hellmann’s mayonnaise. The contents of the campaign are useful and practical life hacks that everyone can follow and supposedly would follow because it could save a good amount of money on groceries. A study suggested to be succeeded, the green advertisements should portray the sustainable consumption as something practical and embedded in modern lives [21], and Hellmann’s campaign did it. They chose to use television and online channels because nowadays they are more effective than print media [2]. The program is hosted by 2 well-known experts on the related field so people would easily believe on the effectiveness of the life hacks.

Table 3. Changing Behaviour Act Analysis

<table>
<thead>
<tr>
<th>Changing Behaviour Act</th>
<th>Context</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical life hacks on how to reduce our food waste by turning it into something tasty with a little help from Hellmann’s Mayonnaise.</td>
<td>Make sustainable consumption as something practical and embedded in modern lives.</td>
</tr>
</tbody>
</table>

3.1.5 The summary analysis of the Creative Strategy

Because of the many uncertainties in the world, such as pandemic, economic recession, climate change, political and social issues, people are going through stressful and complicated times. It makes the brand difficult to reach their customers. People need to feel the value of the brand. Not just about the functionality, but it matters for the people to see if the brand engages on issue that they care about [22]. For the time being, people already aware about green lifestyle. 73% people considered it’s important a company has a good environmental record, and majority of them are willing to pay 5% more expensive for a green product [23]. So, it’s a good decision when Hellmann’s chose to communicate beyond its functionality and speak its brand purpose. Its environmental purpose is relevant to the current society’s concern. It’s a good strategy because it would resonate on what people care and look for.

Moreover, Hellmann’s Cook Clever Waste Less campaign succeeds not only because it focused on the brand purpose, but it also concerned about what it could give to the people. Hellmann’s green advertising campaign was not only communicating its goal for tackling food waste, but it could be a solution for people’s need in this economy turmoil situation.

When designing a green advertising campaign, it’s important to connect the dots between two factors: the brand purpose related to the environment, and the audience’s insight. Don’t just create one way communication ads, but an act that could engage people to do something, to make a change in their behaviour or attitude.

To make sure that people remember the brand behind the act, don’t forget to embed the product into the creativity. The product should still be the hero of the act. In Hellmann’s campaign case, to make sure your cooking is tasty, all the food recipe suggestions are using Hellmann’s mayonnaise.

The summary analysis of Hellmann’s Cook Clever Waste Less campaign using the perspective of HumanKind philosophy can be seen at the Fig 6.
responsibility) campaign from a brand or company and it’s not well published.

The second shared point of view was about Cook Clever Waste Less campaign from Hellman’s Mayonnaise. A professional mentioned that the good thing about Hellmann’s campaign is that it’s not just an initiative/social program for the environment, but an actual campaign that elevates the brand power and drives sales. He argued that this campaign works because the creative understood the target audience’s culture. The creative strategy met the audience’s need. The other professional mentioned the same thing. A brand would be relevant if it could understand what is important in the audience’s life. A campaign should help the audience embodies their agency for a better world. It would grow “a brand love.” Another professional mentioned that Hellmann’s Cook Clever Waste Less campaign is effective for taking care of sustainable environment.

The third shared point of view was about campaigns with similar objective that were done in Indonesia. A professional mentioned that Leo Burnett multinational advertising agency should have various similar case studies because they believe, and work based on HumanKind philosophy. While it’s not the only focus, HumanKind includes humanity, environment, and sustainability issue. Another professional mentioned about an environmental campaign that was done by a minerol water brand in Indonesia. But that campaign would only work if the society had a good awareness about the issue. It needed to be more emotional to be relevant to the Indonesian audience. Another professional mentioned some works from a soda drink, a bank, and a beauty product. These references could be a case studies for further research about creative strategy of green advertising in Indonesia.

Summarizing their point of views, Hellmann’s Cook Clever Waste Less campaign is considered as an effective campaign that brings good for the environment while still elevating the brand competitiveness. The creative strategy has a similarity with HumanKind Philosophy, but with a focus on environment issue.

3.2 Creating a Campaign that Support Sustainable Society while Elevating the Brand Competitiveness

The study learned that Hellmann’s Cook Clever Waste Less campaign complies the HumanKind philosophy, with a slight adjustment which is specifying the brand purpose into environmental one. The creative strategy framework that was illustrated at Fig 7. could be a guideline for the other brand on how to create the creative strategy of green advertising.

As illustrated at Fig. 2 and 3 the creativity in advertisement has evolved over the years. Before (and some brand still do it to this day), the features of the products or more specifically the unique selling point were the centre of the commercial advertisement’s message. Because of there are so many product competitors that have similar features, it became hard to only communicate the unique selling point. To win the competition, the commercial advertisement’s message evolved by focusing on human’s need. To win people’s heart emotionally, it focuses on how the product could be a solution for people’s life. The connected dot between the product’s feature and audience’s insight is the basis of creating an advertisement’s message. More evolution is pursued by a multinational advertising agency, Leo Burnett with their philosophy, HumanKind. As illustrated at Fig. 4, it suggested that a brand should focus beyond their features. A brand must have a purpose that relate to people’s need and communicate the purpose through an act that could change people behaviour, not just ads. Throughout this study, it’s stated that Hellmann’s mayonnaise campaign strategy has the similarity with HumanKind but the brand purpose is focused on environmental issue.

So, what are the changes to be done if we want to transform a commercial advertisement (fig. 2 and 3) into a green advertisement that encourages the change in people’s behaviour and still elevates the brand competitiveness (fig. 7)? Table 4. summarize the things that need to be achieve, preserve, avoid, and eliminate to do the transformation.

Table 4. The changes needed for transformation into green advertisement

<table>
<thead>
<tr>
<th>ACHIEVE</th>
<th>PRESERVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Defining brand purpose related to the environment. There are a lot of issues related to the environment. Find the most related to the product.</td>
<td>Empathize with the audience to find their insight. The ads should be a solution for audience’s need in life.</td>
</tr>
<tr>
<td>Not just ads, creating an act that engage people in doing behaviour transformation. Connect the dots between the brand purpose and audience’s insight to create the act.</td>
<td></td>
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</table>

Fig. 7. The strategy of Hellmann’s green advertisement
4 Conclusions

Advertising has the power to change people’s behaviour, so does green advertisement. It could encourage the transformation of people’s behaviour into a sustainable one. #ChangeTheBrief is an initiative from Mindshare agency that encourage the advertising industries to advocate green advertising to their clients. Yes, it needs a collaboration between the advertising agency and the client to make it happen. Naturally, clients would want an advertisement that inform their product information to elevate their brand competitiveness. But nowadays with all the complicated issues going around in the world, people need to feel the value of the brand, and they would choose the brand that have a purpose relate to their concern. Current society have already concerned about the importance of sustainable lifestyle, so brand that does the green advertising could be very relate to them. One of the sample cases is Hellmann’s Cook Clever Waste Less campaign. Through this campaign MindShare has proven that a green advertising could also elevate the brand competitiveness.

This study documented how Mindshare and Hellman’s did their Cook Clever and Waste Less campaign. The key factors are brand purpose, audience’s insight and the behaviour changing act (not just an ads). To define brand purpose, look for an environmental issue that relate both to the society and brand category. To define the audience’s insight, look for their problem or needs. And then to create the behaviour changing act, connect the dot between the brand purpose and the audience’s insight. The act should be a solution for the people’s need while advocating the brand purpose. Things to be achieve, preserve, avoid, and eliminate are analysed in result and discussion section as a guideline to do the transformation of a commercial advertising into a green advertising or furthermore a green act.

This case study about Hellmann’s Cook Clever Waste Less campaign could be a reference to educate the clients (and the advertising agencies and other authorized parties) to have the courage to define their brand purpose related with environment and pursue green advertisement. Advertisement has a great power on the society, so why do not pursue it for the goodness of the environment?

References


