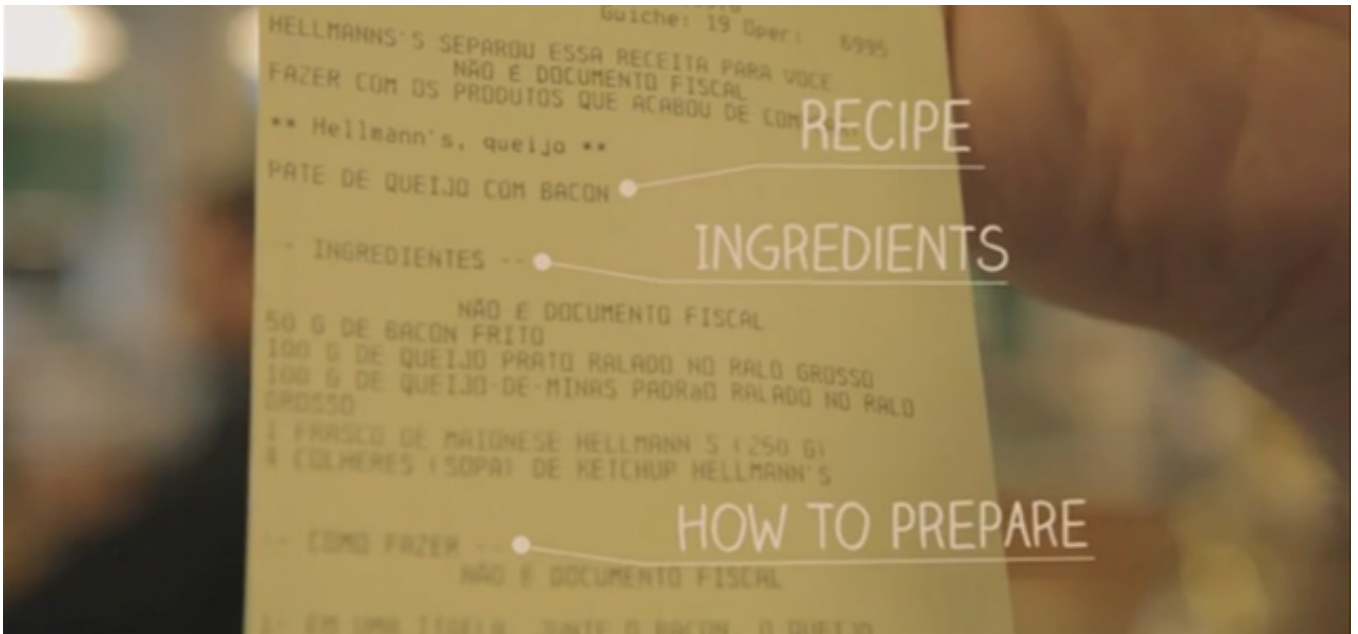


In Brazil, Hellmann's prints customized recipes on grocery shoppers' receipts



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Last year we wrote about Spanish food brand Gallina Blanca and its initiative to send consumers [personalized recipes via Twitter](#), but recently we came across a like-minded effort that takes the concept even further. Specifically, through a recent ad campaign for [Hellmann's mayonnaise](#) in Brazil, recipes tailored to the ingredients the shopper had just purchased were printed out on the store receipt.

[Reportedly](#) the work of Ogilvy Brazil, Hellmann's Recipe Receipt campaign began with the installation of custom software on approximately 100 cash registers at St. Marche, a major supermarket chain. Then, when a shopper checked out with a jar of Hellmann's in their basket, the cash register could recognize that and generate a custom recipe based on Hellmann's and the other ingredients that were purchased; that recipe was then printed automatically on the shopper's receipt. In the first month of the campaign alone, sales reportedly increased 44 percent, as noted in the video below:

With all the technology-enabled ways of reaching consumers today, there's virtually no limit on the forms [brand butlers](#) can take. An idea to develop into something more long term?

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