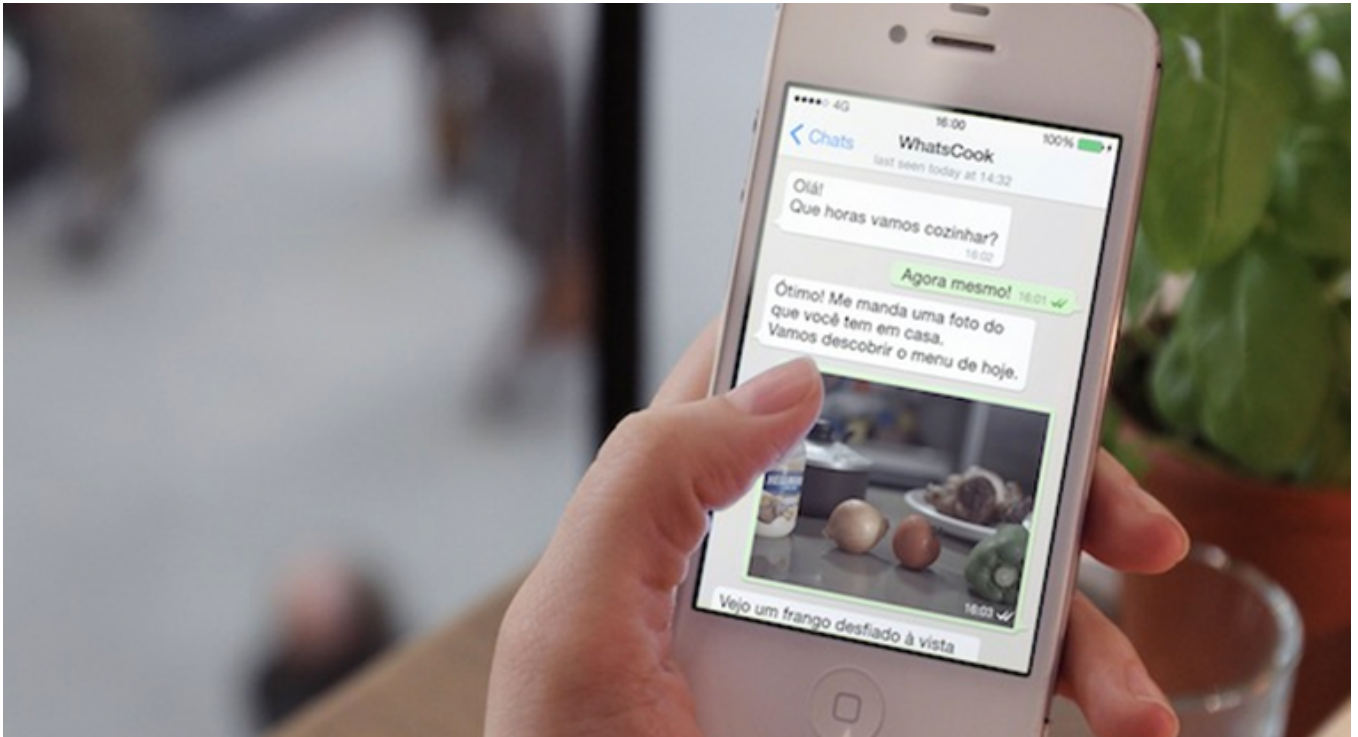


Hellmann's delivers cooking lessons on demand via WhatsApp



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Regular readers of Springwise will know that the Brazilian arm of Hellmann's mayonnaise is determined to find new ways to engage its customer base, whether it's through [NFC-enabled touchscreen shopping carts](#) that deliver meal suggestions as customers walk through the store, or [printing recipes on the back of receipts, tailored their shopping bill](#). Now it's returned with [WhatsCook](#), a campaign that helps anyone get instant recipes and cooking advice from pro chefs via the popular WhatsApp messaging service.

Mobile has already taken over a huge stake of the digital market and one reason is chat apps. WhatsApp has more than [500 million monthly active users](#) and Facebook has shown how important it thinks such platforms are by purchasing the service for USD 19 billion earlier this year. Created in collaboration with marketing agency [CUBOCC](#), WhatsCook demonstrates how brands can penetrate the market by offering a service through chat. Amateur cooks simply enter their phone number into the campaign website and arrange a time to chat with a professional chef about a meal they need help with — so long as it involves mayonnaise. As well as real-time chat, the service takes advantage of WhatsApp's photo and video capabilities. Users can show chefs what's in their fridge, and chefs can take video to demonstrate a particular technique.

WhatsCook offers an interactive alternative to cookbooks and video instructions, while also leveraging mobile. Are there other ways brands can connect with their customers on a one-on-one basis through chat apps?

Website: www.whatscook.com.br

Contact: hello@cubo.cc