

Hellmann's Hockey Mayolis 3.0

Operator Toolkit



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The purpose of this document is to provide content and guidelines for restaurants participating in the Hellmann's Hockey Mayolis activation.

The instructions and creative assets included are to be used at your discretion, and where appropriate please feel free to revise copy to ensure that it is authentic to your brand. English and French assets are provided.

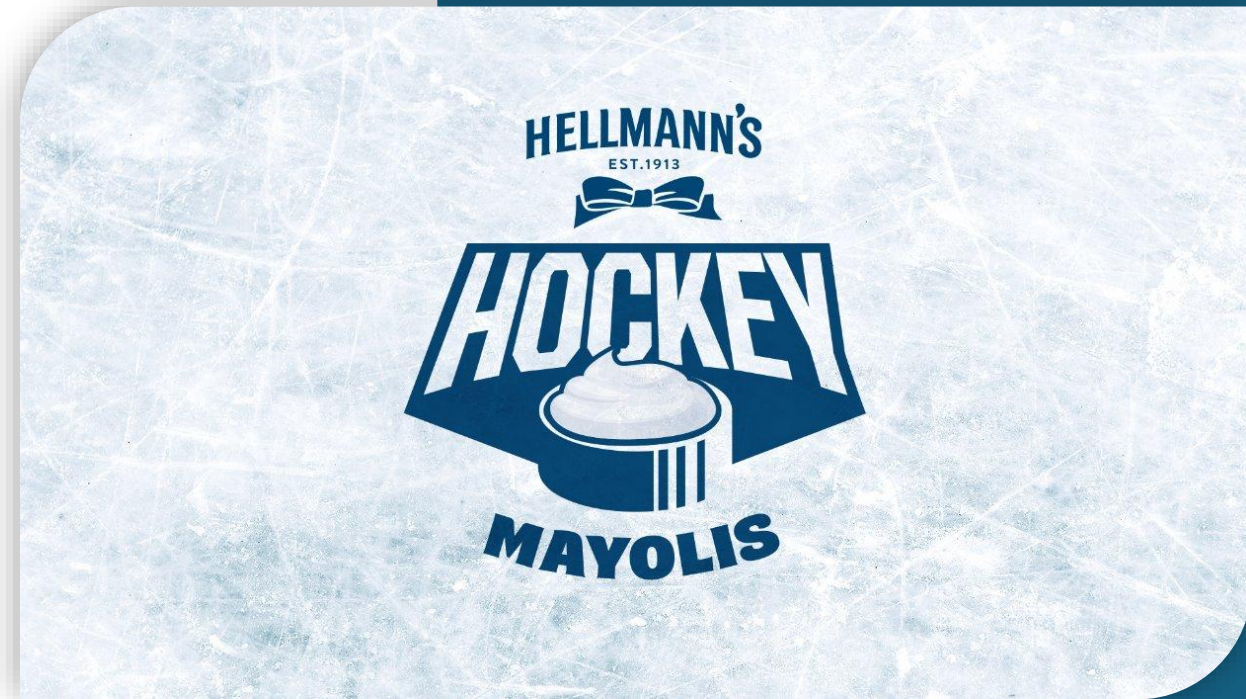
Toolkit contents include:

- Facebook & Instagram posts: launch (Oct. 8), mid-campaign (Nov. 6), and final call (Nov. 27).

Thank you for your support.

Mayolis Logo

Download the assets [here](#).



Post timing

To be posted Oct 8.

Sample copy

Hockey fans, this one's for you!

From October 8 to December 11, we're serving up @Hellmann's Hockey Mayolis limited-time creations inspired by Canada's hockey teams. And when you try one, you could win The Ultimate Canadian Hockey Experience: a fully customizable hockey getaway, including flights, a luxury stay, and cash for game tickets!

Here's how to enter:

Order a Hockey Mayoli or a menu item made with Hellmann's Mayonnaise at [Your Restaurant Name]
Receive a contest card, sandwich pick or sticker with a QR code
Scan, enter your details, and you're in!

Bonus: We're giving away official team jerseys in weekly draws!

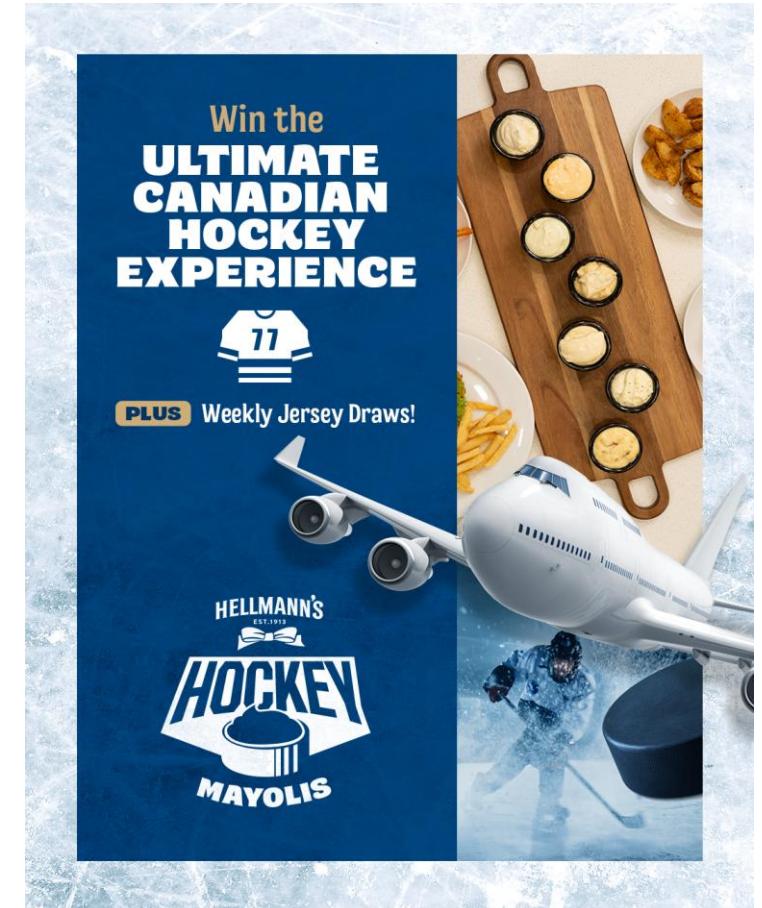
Contest runs until December 11, don't miss your shot!

Learn more at hockeymayolis.ca.

#TopShelfTaste #HellmannsMayolis #TasteVictory #GameDayEats

Social Media Resources

Download the resources [here](#).



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Post timing

To be posted Nov 6.

Sample copy

Have you entered yet?

Hellmann's Hockey Mayolis are still on the menu, but not for long!

Try one before December 11 for your shot at The Ultimate Canadian Hockey Experience. A fully customizable hockey getaway, including flights, a luxury stay, and cash for game tickets!

How to enter:

Order a Hockey Mayoli or a menu item made with Hellmann's Mayonnaise at [Your Restaurant Name]

Scan the QR code on your contest card, sandwich pick or sticker

Submit your entry

Plus, we're drawing weekly winners for official team jerseys! Don't miss your shot!

Taste the victory before it's too late!

Full details at hockeymayolis.ca

#HellmannsMayolis #GameDayEats #HockeyFuel #TasteTheWin

Social Media Resources

Download the resources [here](#).



Post timing

To be posted Nov.27

Sample copy

FINAL CALL! The Hellmann's Hockey Mayolis contest closes December 11 ⌚

One lucky fan will win The Ultimate Canadian Hockey Experience: a custom \$10,000 hockey trip to a Canadian city of their choice, complete with flights, a luxury hotel stay, and a cash gift card to use for tickets!

Plus, weekly jersey winners!

Here's how to enter before time runs out:

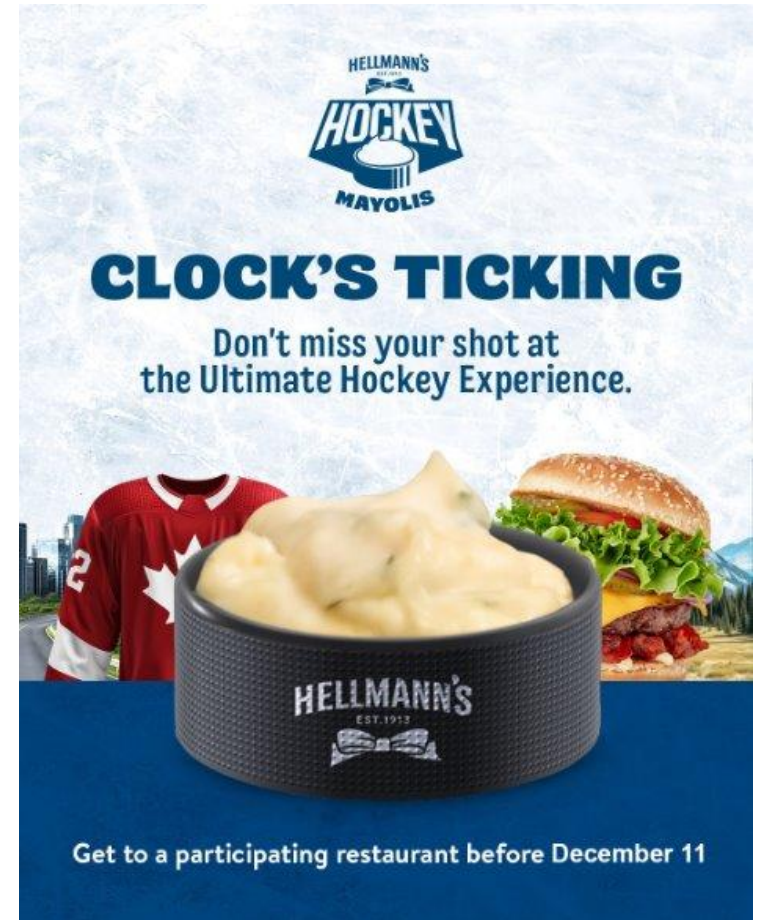
Order a Hockey Mayoli or a menu item made with Hellmann's Mayonnaise at
[Your Restaurant Name]
Scan the QR code on your contest card, sandwich pick or sticker
Submit your entry

Contest ends December 11! Learn more hockeymayolis.ca

#HellmannsMayolis #HockeyDreams #TasteTheVictory

Social Media Resources

Download the resources [here](#).



Thank You



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