

The logo for SM2 INNOVATION, featuring three vertical bars of increasing height to the left of the text.

SM2 INNOVATION

SEPT 30 - OCT 1, 2014 • NEW YORK CITY

Hellmann's[®] WhatsCook

THANA UCHINO, Digital Leader – Unilever Foods Latam

The logo for the Mobile Marketing Association (MMA), consisting of a stylized 'M' icon followed by the letters 'MMA' and the full name 'MOBILE MARKETING ASSOCIATION' below it.

MMA
MOBILE MARKETING ASSOCIATION



Unilever





**CLOSE
REAL
TRUE
THAT INSPIRES...**







CAN YOU HELP ME?



CAN I HELP YOU?



79%



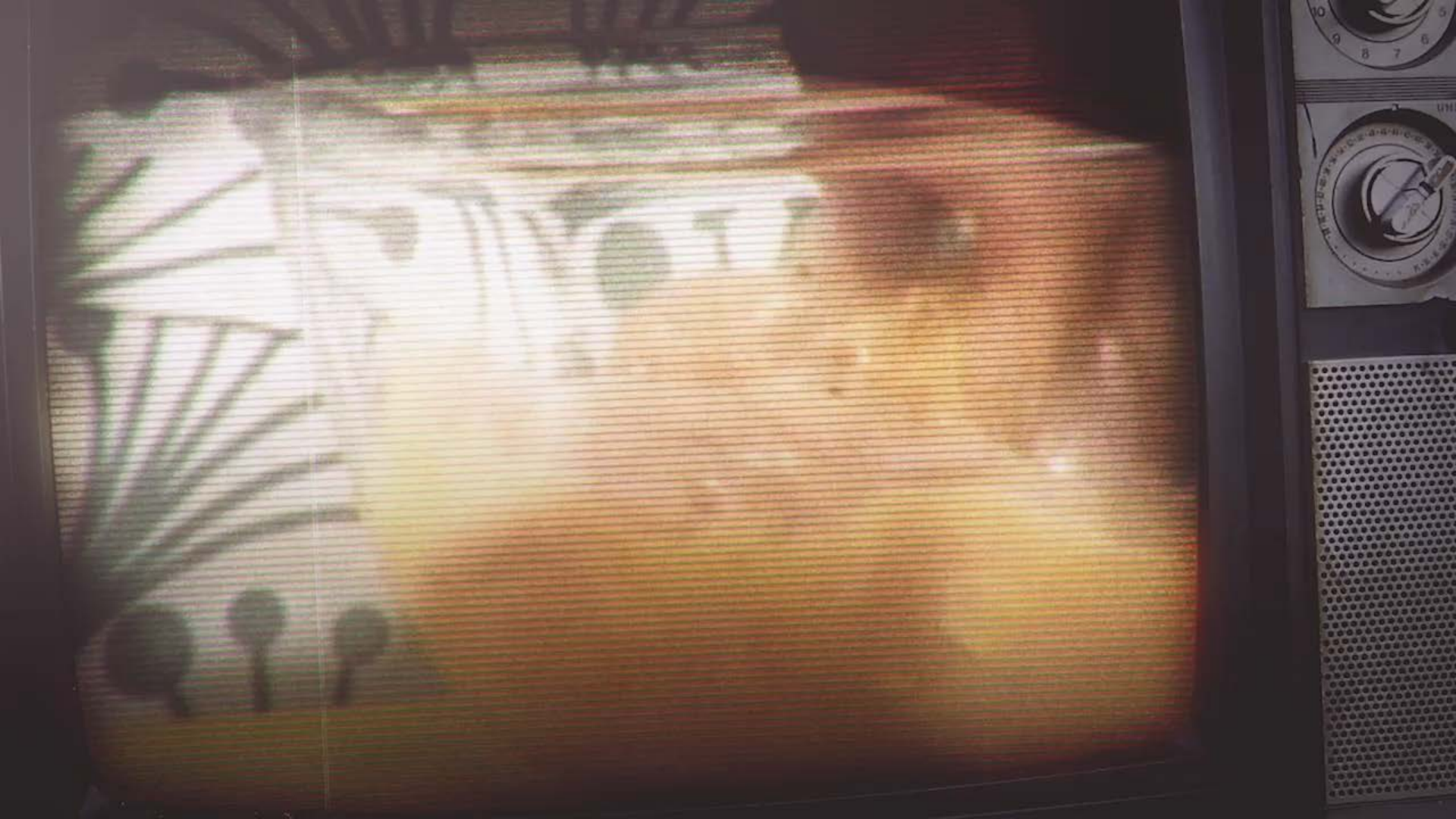
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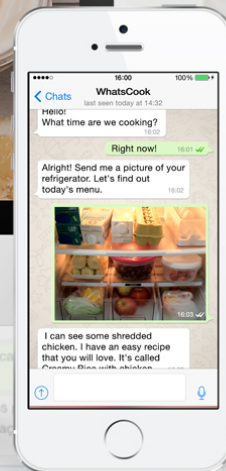
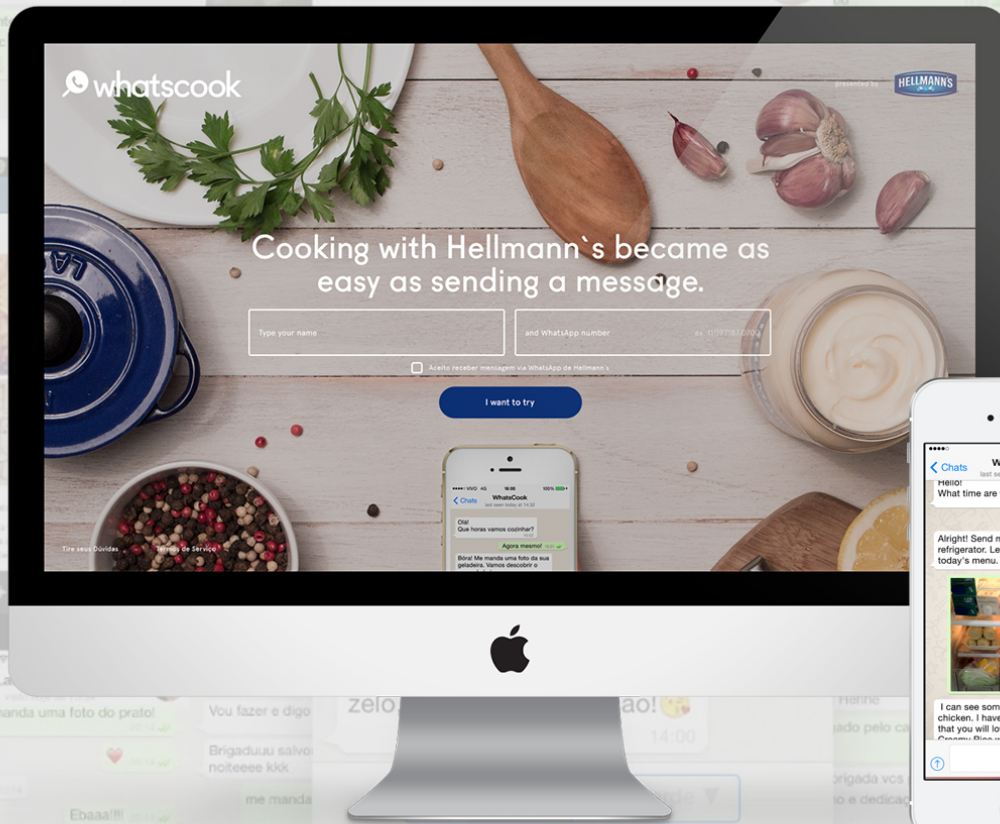
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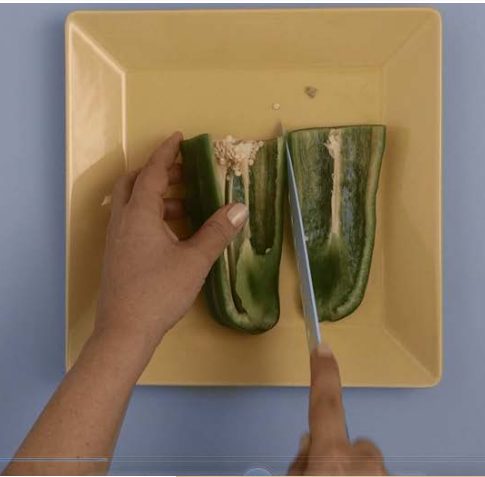


whatscook

HELLMANN'S









Totally 1:1

Totally Unexpected

Totally Useful

Totally Different

Fully inserted into existing habits

+4MM people impacted

+8k people registered

99,5% of users approva

A top-down view of a white plate filled with spaghetti, meat sauce, and vegetables. A silver fork is on the left and a silver knife is on the right. The text "65 minutes" is overlaid in the center.

65 minutes

per user interacting
with the brand



Lots of people sharing some love <3

“Look, thanks a lot, it was great to participate; If this campaign comes back I’ll be very happy!”

“Hellmann’s nailed it! I loved it! I am buying more Hellmann’s!

“You have no idea how happy I am! Thanks to you! I also loved cooking with you!”

And a buzz fever worldwide...

we are social

Hellmann's teaches cooking through WhatsApp. Mayonnaise brand, Hellmann's, has created an app named WhatsAppCook, a live recipe service that all professional chefs use via WhatsApp. The feature to send images and videos through the platform



XXX Social Mobile Criativo Highgrowth Constatado Tablet

Hellmann's envia receitas pelo WhatsApp

Aplicativo WhatsAppCook conta com equipe de especialistas para dar dicas culinárias aos usuários em tempo real via WhatsApp.

Nov 10:04 374



O novo produto da Hellmann's, desenvolvido em parceria com a Cubocc, dá continuidade à ação Preparafamília, que busca trazer receitas práticas e criativas, além de mostrar outros usos para a maionese.

O WhatsAppCook é um aplicativo que conta com uma equipe de chefs de cozinha para responder as dúvidas culinárias dos internautas e mandar receitas personalizadas, em tempo real, via WhatsApp.

O serviço pode atender mais de 50 usuários ao mesmo tempo e, para receber as mensagens do aplicativo, é preciso cadastrar o número de celular no site da marca. A ação vai até 8 de junho.

Do Menu & Mensagem

blog who we are what we do who we do it

PROFESSOR IONELLE KÖCHE LEISTEN PANNENHILFE IN DER KÜCHE VIA WHATSCOOK

Foto: NADINE - 1 JUN 2014

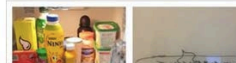


Oh genug stufen auch die ambitionierten unter den Hobbyköchen an ihre Grenzen. Trotz regelmäßiger schriftlicher Anleitung aus dem Kochbuch mag das Gerichte nicht ganz so gelingen wie am liebsten das vorbereitete haben und das aus der gedruckten und selbstverständlichen Tafel wird die Gabe sind nicht gewohnt noch länger auf ihre selbstverständlichen Markierungen zu warten. Für solche heftigen gibt es WhatsAppCook, Mayonnaise Hersteller Hellmann's und Weinhersteller CUBOCC haben sich zusammen gegen um den ersten Pannenhilfsdienst für die Küche ins Leben zu rufen. Einmal die eigene Nummer an WhatsApp schreiben und es dauert nicht lange bis sich ein Team von professionellen Köchen über WhatsApp meldet um das Problem zu lösen. Garantiert bietet WhatsAppCook auch Hilfe und Inspiration in Form von Videos, Fotos und Voice Messages. Da kann auch ein Foto von einem Küchenschaufelhalter schicken um ein maßgeschneidertes Rezept zu erhalten. Einziger Nachbesserer: jedes Rezept enthält Mayonnaise. Leider ist WhatsAppCook zur Zeit nur in Brasilien erhältlich, jedoch kann sichergestellt werden, dass bis diese Idee auch in unseren Breitengraden nachhaken findet.



Renata Minami
16 h • Instagram • 4h

Eu nunca liguei pra maionese, mas a #Hellmann ficou uma deliciosa e eu tive acompanhamento como ao fim da receita! [#whatscôock](#) [#let](#) [#AVerdadeiraMaionese](#)



Una nueva campaña de Hellmann cocinar a través de WhatsApp



La marca de mayonesa Hellmann's y la agencia de publicidad CUBOCC acaban de lanzar el mercado de las aplicaciones móviles WhatsAppCook, un chat de recetas donde todo aprendiz de cocinero puede recibir auténticas master class de un equipo formado por expertos, cocineros que les enseñarán, en tiempo real y a través de la plataforma de mensajería instantánea WhatsApp, cómo preparar sus platos.



Hellmann's envia receitas pelo WhatsApp

Aplicativo WhatsAppCook conta com equipe de especialistas para dar dicas culinárias aos usuários em tempo real via WhatsApp.

27 de Maio de 2014 - 08:19

DEIXE SEU COMENTÁRIO



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Imo tempo e para receber as ero do celular no site da marca. A



Livânia Lima
@livania

Hellmann's e sua ação estão de parabéns!

[#whatscôock](#)
[instagram.com/p/ow5QirurC3/](#)

6:46 PM - 2 Jun 2014



Hellmann's Brasil @hellmannsbrasil · Jun 10

Livânia Ebaa! Conta pra gente o que você fez de bom, Livânia! :D



Livânia Lima @livania · Jun 10

@hellmannsbrasil Macarrão ao molho de tomate, com salsa picada e parmesão

6:46 PM - 2 Jun 2014



Adri Marketing @adrimarketing

Ação super criativa da Hellmann's:

"Com o WhatsAppCook, o usuário conversa via WhatsApp com uma equipe de...
[fb.me/3heOL9Hae](#)

5:59 PM - 10 May 2014

ZESTZ

CULINARY NEWS IN BITES: CHEFROK HELPS THUSKOK VIA WHATSAPP

Photo: Reuters



It's a little bit of a surprise that the first time I saw the WhatsAppCook app was in a restaurant in London. I was there for a meal and the chef, who was a professional, was using the app to communicate with his team. I was impressed by the way he was using it.

The app is a great way for chefs to communicate with their team and it's a great way for them to learn from each other. I think it's a great idea and I think it's a great way to use the app.

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USD900

It is **not** about advertising.

It is about a **service design**, creating **real and relevant** conversations with consumers in the **exact moment** they need it.

Thank you

Thana Uchino
thana.uchino@unilever.com