# Edelman’s Hellmann’s Mayo campaign wins first Cannes Lion of 2025 with ‘Mayo Exchange’



Edelman’s London office has claimed its first Cannes Lion award of 2025 with a bronze win in the Outdoor Lions category for its innovative campaign on behalf of Hellmann’s Mayonnaise. The "Mayo Exchange" initiative cleverly addressed a common frustration among UK mayo lovers, who often find themselves charged for mayonnaise while ketchup sachets are handed out freely. The campaign allowed consumers to swap their unwanted ketchup sachets for Hellmann’s mayo at over 60 currency exchange-style shops in various UK cities, creating a memorable and direct consumer engagement.

This campaign not only secured Edelman’s early success at the International Festival of Creativity but also exemplifies Hellmann’s ongoing push to embed itself into British food culture with inventive marketing approaches. Edelman’s creative work continues a tradition established by their previous award-winning initiatives for Hellmann’s. Notably, last year their "Mayo McHack" campaign, which encouraged customers to customise McDonald’s Mayo Chicken burgers with mayonnaise and fries, garnered two Silver Lions and dramatically boosted Hellmann’s social media engagement and purchase intent.

Hellmann’s marketing efforts extend beyond the UK. The mayonnaise brand is also gearing up for its fifth consecutive Super Bowl appearance in the United States with a 30-second commercial set to air during the 2025 Big Game. This campaign highlights Hellmann’s pivotal role in elevating game day dishes and builds on recent successful promotions like the 'Mayotivations' campaign and collaborations with NFL quarterback Will Levis. The partnership with Levis, who sparked attention for his unconventional addition of mayonnaise to coffee, evolved creatively into the launch of "Will Levis No. 8," the world’s first "parfum de mayonnaise." This humorous, high-concept marketing stunt featured a parody perfume ad and sold out rapidly, demonstrating the brand’s flair for blending food culture with unexpected advertising formats.

Hellmann’s dedication to standing out in a competitive condiment market is clear, as seen in other imaginative campaigns, such as encouraging individuals named Heinz—the name famously associated with ketchup—to legally change their surname to Hellmanns in protest. This bold move further cemented the brand’s commitment to playful consumer engagement while underlining its preference for mayonnaise over ketchup.

Edelman’s track record at Cannes is impressive, not just with Hellmann’s. Their previous global success includes the groundbreaking "The Move to Minus 15" campaign for DP World, which won a Titanium Lion last year for pioneering a temperature shift in frozen food shipping that could significantly cut energy use and carbon emissions industry-wide. This achievement marked a milestone as the first legacy PR firm to claim the prestigious Titanium Lion.

Meanwhile, other agencies are also making waves at Cannes. Golin London, for example, has secured multiple nominations for their "The Desk Break Clause" campaign for Asics across the Creative B2B Lions, Health and Wellness Lions, and PR Lions categories, showcasing the diversity and quality of work entering the festival.

As the International Festival of Creativity continues, Edelman’s win with Hellmann’s highlights both the enduring appeal and innovation within traditional brand categories. It also underscores the value of creative ideas that resonate with real consumer behaviors and cultural moments, whether through local exchanges or global sporting events. The festival is set to reveal more winners in the coming days, promising further insights into the evolving landscape of creativity in the communications industry.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.prweek.com/article/1922090/edelman-wins-first-cannes-lion-2025-uk-campaign)
* Paragraph 2 – [[1]](https://www.prweek.com/article/1922090/edelman-wins-first-cannes-lion-2025-uk-campaign), [[7]](https://www.prweek.com/article/1829705/cannes-lions-2023-top-takeaways-work)
* Paragraph 3 – [[2]](https://www.prnewswire.com/news-releases/for-the-5th-consecutive-year-hellmanns-mayonnaise-returns-to-the-big-game-302307133.html), [[6]](https://www.lbbonline.com/news/hellmanns-returns-to-the-big-game-for-5th-consecutive-year), [[5]](https://www.marketingdive.com/news/hellmanns-mayonnaise-mayo-perfume-will-levis-campaign-trail/725415/)
* Paragraph 4 – [[3]](https://www.adage.com/creativity/work/hellmanns-got-people-named-heinz-change-their-name-show-their-love-mayo-over-ketchup/2552776)
* Paragraph 5 – [[4]](https://www.provokemedia.com/latest/article/edelman-s-the-move-to-minus-15-wins-titanium-at-2024-cannes-lions)
* Paragraph 6 – [[1]](https://www.prweek.com/article/1922090/edelman-wins-first-cannes-lion-2025-uk-campaign)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.prweek.com/article/1922090/edelman-wins-first-cannes-lion-2025-uk-campaign> - Please view link - unable to able to access data
2. <https://www.prnewswire.com/news-releases/for-the-5th-consecutive-year-hellmanns-mayonnaise-returns-to-the-big-game-302307133.html> - Hellmann's Mayonnaise is returning to the Super Bowl for the fifth consecutive year with a 30-second TV commercial set to air during the 2025 Big Game. The campaign aims to showcase how Hellmann's enhances game day dishes, building on previous successful initiatives like the 'Mayotivations' campaign and collaborations with NFL star Will Levis. The brand continues to strengthen its association with football culture, reminding fans of its role in elevating game day experiences.
3. <https://www.adage.com/creativity/work/hellmanns-got-people-named-heinz-change-their-name-show-their-love-mayo-over-ketchup/2552776> - Hellmann's launched a campaign encouraging individuals named Heinz to legally change their surname to Hellmanns, highlighting their preference for mayonnaise over ketchup. The initiative began with a social media post and led to five participants legally changing their names. The campaign gained attention through out-of-home placements and print ads, emphasizing the brand's commitment to engaging consumers in creative ways.
4. <https://www.provokemedia.com/latest/article/edelman-s-the-move-to-minus-15-wins-titanium-at-2024-cannes-lions> - Edelman's 'The Move to Minus 15' initiative for DP World won a Titanium Lion at the 2024 Cannes Lions, marking the first time a legacy PR firm received this award. The campaign challenged the longstanding practice of shipping frozen food at -18 degrees Celsius, demonstrating that raising the temperature to -15 degrees could save 5-7% in energy and reduce carbon emissions by 17.7 million tons annually. The initiative led to widespread industry adoption, with 60% of the global shipping container industry joining the coalition.
5. <https://www.marketingdive.com/news/hellmanns-mayonnaise-mayo-perfume-will-levis-campaign-trail/725415/> - Hellmann's introduced 'Will Levis No. 8,' the world's first 'parfum de mayonnaise,' in collaboration with NFL quarterback Will Levis, who gained fame for adding mayonnaise to his coffee. The campaign includes a 40-second advertisement parodying high-end perfume commercials, featuring Levis in a mock press conference. The fragrance sold out quickly, and the campaign received positive media coverage, highlighting the brand's innovative approach to marketing.
6. <https://www.lbbonline.com/news/hellmanns-returns-to-the-big-game-for-5th-consecutive-year> - Hellmann's Mayonnaise is returning to the Super Bowl for the fifth consecutive year with a 30-second TV commercial set to air during the 2025 Big Game. The campaign aims to showcase how Hellmann's enhances game day dishes, building on previous successful initiatives like the 'Mayotivations' campaign and collaborations with NFL star Will Levis. The brand continues to strengthen its association with football culture, reminding fans of its role in elevating game day experiences.
7. <https://www.prweek.com/article/1829705/cannes-lions-2023-top-takeaways-work> - Hellmann's 'Mayo McHack' campaign, created by Edelman London, won a Silver PR Lion and a Silver Brand Experience & Activation Lion at the 2023 Cannes Lions. The campaign addressed the lack of mayonnaise as a side at McDonald's UK by encouraging consumers to customize their Mayo Chicken burger to include only mayonnaise and fries. The initiative led to a 320% increase in social media engagement and a nine-point boost in Hellmann's purchase intent.