



SOCIAL RESPONSIBILITY FORUM
...but only if you market it well

June 7th
Westin Harbour Castle
Toronto

American Idol



**#1 and #2
among P18-34**
February 1807 - April 3007

sales.ctv.ca



**2007 SPRING
CONFERENCE
AND AWARDS**



More
Info
Now

Learn

[Sign In] [Sign Up for our Free Newsletter]

Main TV Interactive Out of Home Print Radio Research

FILTER INTERACTIVE STORIES BY

Account Wins
Advertising Opportunity
Analysis
Audience Measurement

SEARCH

Go

Advanced Search

CHECK OUT OUR OTHER SECTIONS

TV

- Solid playoff numbers for CBC, TSN
- There's something about Thursday... BBM/Nielsen Top 30 - April 2-8, 2007

INTERACTIVE

- MIC K.I.S.S. Pick: Hellmann's offering garden plots to urbanites
- Sunsilk and MuchMusic staging wig-out contest

OUT OF HOME

- (Globe)Life begins April 23
- Toronto Life magazine snags leading role in downtown ad square

PRINT

- ABC reports latest in Toronto newspaper race
- Media Experts bees off with TV campaign for golfer rewards

VIEW ALL STORIES FROM APR 17, 2007

Print this article Share this article

TOP STORIES

MIC K.I.S.S. Pick: Hellmann's offering garden plots to urbanites

by Annette Bourdeau

In a world full of processed and even synthetic food, many consumers are hungry for more natural choices. Mayo brand Hellmann's is appealing to this yearning with a new guerilla effort called Hellmann's Urban Garden Program, which will set up about 50 community vegetable gardens to reinforce the brand's "natural" positioning.

"We're working to shorten the distance between gardens and tables," explains Sharon MacLeod, director, spreads & dressings at Toronto-based Unilever Canada. "There's no question that consumers are interested in eating "real" food . . . we want to tie the brand back to the ideas of 'simple' and 'natural.'"

Hellmann's sent a DM "invitation," complete with packets of carrot seeds, to urbanites in Vancouver, Calgary, Toronto, Montreal and Halifax in early April to drive them to apply for gardening space online at www.hellmans.ca from April 9 to May 9. "We're going to create [the gardens] in parking areas," says MacLeod. "We're looking to reach a mass urban audience with this."

The idea originated at Ogilvy Toronto, and Unilever is also working on the initiative with Toronto-based agencies Segal Communications (groundwork), Dashboard (website), PhD (media) and Harbinger (PR).

