

May 23, 2008

ADVERTISING**Hellmann's Spreads Message With Flay****Online Show Returns
For a Second Summer
With Chef and Mayo**

By **STEPHANIE KANG**
 May 23, 2008; Page B9

'American Idol' it's not.

But **Unilever**, owner of the Hellmann's and Best Foods brands, says enough people tuned in to its online show last year that the company has decided to roll out a second season. The show, "Real Food Summer School," which features recipes and cooking demos, is part of a campaign by Unilever to hawk its mayonnaise through so-called branded entertainment.



"Real Food Summer School" will feature celebrity chef Bobby Flay.

On last year's show, viewers didn't have to look far to see references to Hellmann's and its mayo. The company's logo appeared on Yahoo's Food page alongside the videos, and its mayonnaise made numerous appearances in the cooking segments. Even the phrase "Real Food" in the show's title was taken from Hellmann's advertising campaign.

This year's episodes will be equally subtle. They will feature celebrity chef Bobby Flay giving lessons to remedial cooks. Installments will air around Memorial Day, the Fourth of July and Labor Day, focusing on meals for big get-togethers and on grilling, the latter being Mr. Flay's specialty. The show includes recipes, as


well as videos of Mr. Flay preparing recipes that feature mayonnaise and auditions from cooking students trying out for a spot on the show.

In one video, would-be cooking student Matt Kissane holds up a jar of peanut butter: "This is about the extent of my cooking experience," he says, adding, "I am like the world's worst cook."

Unilever says that results of the first season exceeded expectations. About a million unique visitors visited the site, according to Brian Orlando, senior brand manager for Hellmann's and Best Foods. More than five thousand visitors signed up to be a part of the "Real Food" online community, while Web searches for Hellmann's and related words jumped 50% on Yahoo after the show aired, according to David Karnstedt, Yahoo's senior vice president of North American sales.

Unilever and its agency, OgilvyEntertainment, a unit of WPP, have changed a few things this time around. They will promote the mayo a bit more in online banner advertising as well as on the site, because Unilever says its research showed that consumers weren't put off by the branding as long as they

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liked the content. Unilever is also offering a bigger sweepstakes prize this year -- it includes a grill, outdoor patio set and Jacuzzi.

More and more companies, including PepsiCo and Burger King, are creating and producing their own entertainment. Such deals appeal to marketers because the content protects them from consumers who click away from traditional advertisements. The risks: Either the branding is too heavy-handed and turns off consumers, or it is so subtle that consumers don't get the commercial connection.

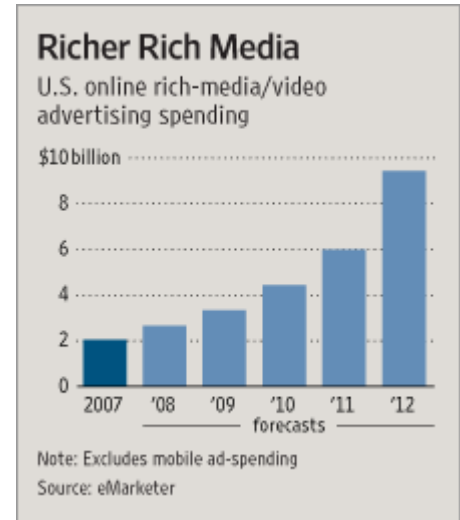
Rich-Media Services to Be Provided Free

BrightRoll, a leading player in rich media, one of the most popular forms of online advertising, is throwing down the gauntlet.

Rich media essentially turns standard display-ad space into mini-interactive Web sites, where consumers can play games and watch videos. Many marketers see rich media as a far more effective way to engage consumers than garden-variety display ads.

On Friday, BrightRoll, a San Francisco-based online video advertising company, is expected to announce that it will now provide its services free.

To buy these ads, marketers traditionally have had to pay an extra fee to companies that specialize in rich-media technology, on top of the cost of buying and creating the ad. BrightRoll is trying to change that. Advertisers who already are buying video ads in BrightRoll's network of 500 Web publishers, which includes top media brands such as Lycos.com, About.com and Universal Music, will be able to take those same ads that appear during a video and turn them into display ads that feature videos and show up on other Web sites. BrightRoll will pick up the ad-serving costs.



BrightRoll will generate revenues by selling ads through its online video ad network.

Marketers say BrightRoll's move will put pressure on rich-media competitors like PointRoll and Eyeblander. "It is much more efficient for the client," says Baba Shetty, chief media officer at Hill Holliday, which has tested BrightRoll's new service on behalf of its client Liberty Mutual.

PointRoll, Eyeblander and another rich-media company, EyeWonder, say they have no plans to begin providing their services for free. They say they provide a more elaborate service than BrightRoll, and argue that for that reason, a fee is justified.

To spread the word about its new pricing policy, BrightRoll has paid for ads to appear whenever anyone does a Google search on any of those three other rich-media companies. "Sick of Rich Media Fees?" says one search ad that recently has been popping up on Google. "Tired of Rich Media Fees?" asks another.

--Emily Steel

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