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# Hellmann's Hockey Mayolis

Operator Social Toolkit



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 post for the week prior to launch (w/o Sept 30).
- Facebook & Instagram post for the launch week (w/o Oct 7)

**Thank you for your support.**

## Mayolis Logo

Download the assets [here](#).



## W/O September 30 | SOCIAL CHANNELS

### Post Timing

To be posted during the week of September 30.

### Sample copy

🏒 Get Ready, Hockey Fans! 🇨🇦

Something delicious is coming your way soon! Hellmann's is teaming up with **[Your Restaurant Name]** to bring you Hockey Mayoli—a series of mouth-watering dishes inspired by your favourite Canadian hockey teams! 🍔 🍟

Stay tuned for the official launch and get ready to taste victory with every bite. Exciting prizes are up for grabs, so keep your eyes on our feed for all the details!



#TopShelfTaste #HellmannsMayolis #TasteVictory

### Social assets

Download the assets [here](#).



# W/O October 07 | SOCIAL CHANNELS

## Post Timing

To be posted during the week of October 7.

## Sample copy

🚩 The Wait is Over! 📖

Hellmann's Mayolis are here and [Your Restaurant Name] is inviting you to get in on the action! 🍔 🍟

Here's how you can enter our Hockey Mayoli Contest:

- 🚩 Visit [Your Restaurant Name] and order one of our Hockey Mayoli dishes—each inspired by a Canadian hockey team!
- 🚩 Snap a pic of your tasty dish.
- 🚩 Post it on Facebook or Instagram with the hashtag #HellmannsMayolis.

3 winners will score:

- 🚩 A pair of tickets to an upcoming hockey game!
- 🏆 A team jersey and hat of their choice from the official merchandise store!

Don't miss your chance to win big and enjoy some incredible food—head to [Your Restaurant Name] today!

#TopShelfTaste #HellmannsMayolis #TasteVictory

## Social assets

Download the assets [here](#).





**THANK YOU**



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