Hellmann’s Mayonnaise Is In For Super Bowl 60

Hellmann’s will show up during the Super Bowl for the sixth consecutive year.

The Unilever-owned brand will air a 30-second spot during the Big Game, talking up its status as the “essential game day ingredient,” the company said in a statement.

In 2025, the spread tapped into the nostalgia around the 1989 film When Harry Met Sally, recreating the iconic diner scene at New York’s Katz’s Deli with Meg Ryan and Billy Crystal.

WPP’s VML will create Hellmann’s ad again for Super Bowl 60.

This season, the brand has continued to strengthen its presence across football culture, from the launch of “House of Hellmann’s,” its first-ever fashion-meets-football collaboration, to its “Do Dip” campaign, which brought together diehard supporters and fair-weather fans over their shared love for game day dishes.

“Over the past six years, we’ve worked to build a meaningful presence within football culture, and returning to the Big Game reflects our commitment to celebrating fans of all kinds over a common love for game day dishes,” said Jessica Grigoriou, marketing svp at Unilever North America’s condiments business, in a statement.

She said this year’s ad would be about “delivering the kind of unexpected fun people love from Hellmann’s,” adding: “We’ve re-imagined a mealtime moment and turned it into something unforgettable.”

In 2024, Unilever’s condiments business, led by Hellmann’s, generated roughly $3.25 billion in sales.

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