

ESTD 1814
Colman's



**SOCIAL MEDIA INTEGRATED OR
MULTI-PLATFORM CAMPAIGN**



SOCIAL MEDIA INTEGRATED OR MULTI-PLATFORM CAMPAIGN

Hot Mess Express Tour

Colman's Mustard
Published by Salesforce Marketing Cloud [?] · June 23, 2017 · 🌐

TGIF, like no other! Tomorrow we arrive at the 25th annual [Giant National Capital Barbecue Battle](#) and we are fired UP. 🔥 Find us on the road! <http://bit.ly/2tDmeM9> #HotMessExpressTour



Colman's Mustard
Published by Salesforce Marketing Cloud [?] · July 28, 2017 · 🌐

It's a bird, it's a plane! - Wait, no, it's our #HotMessExpressTour van back on the road! Where will the wheels stop? STAY TUNED! 🚗 🌐 🔥



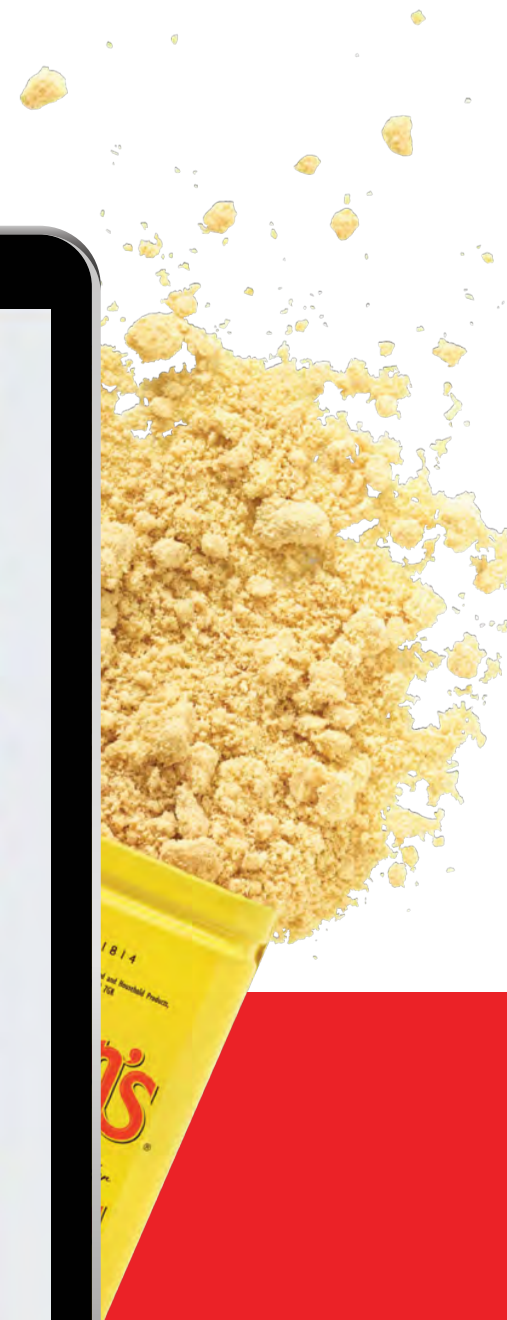
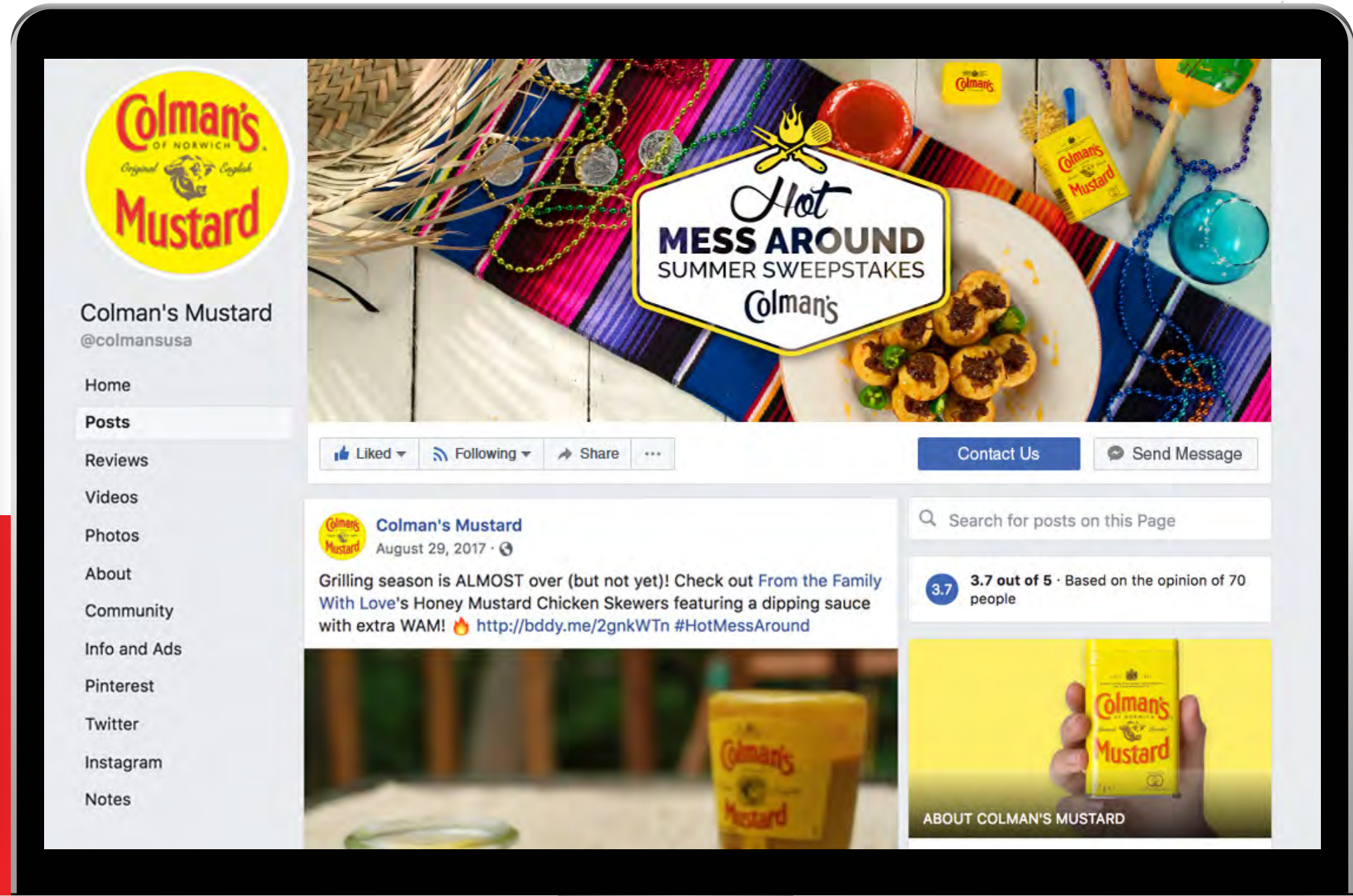
Colman's Mustard
Published by Salesforce Marketing Cloud [?] · August 5, 2017 · 🌐

Day 🍷 at Musikfest! FYI: it's also #NationalMustardDay and we are a little excited. Stop by if you're here this weekend! 🔥 #HotMessExpressTour



SOCIAL MEDIA INTEGRATED OR MULTI-PLATFORM CAMPAIGN

Hot Mess Around Summer Sweepstakes



SOCIAL MEDIA INTEGRATED OR
MULTI-PLATFORM CAMPAIGN

Colman's Mess Around Touchdown Recipe Contest

Promoted through sweepstakes amplification with influencers




ENTER NOW!

 **Christy Stucker**
@christystucker

You could win \$500 cash from @colmansusa! Enter your best #gameday recipe for a chance to win. #contest
a.pgtb.me/Tn4wZ6 #AD

♡ 2 4:01 PM - Jan 13, 2017

[See Christy Stucker's other Tweets](#)



ENTER FOR YOUR CHANCE TO WIN \$500

ENTER NOW

How to Enter:

Simply upload your favorite recipe & photo that use Colman's Dry or Prepared Mustard between January 13, 2017-February 5, 2017. Our panel of HOT judges will choose and announce a winner on February 8th, 2017 based on the following:

- Appeal 25%** - Because, first you eat with your eyes! We want to see that insta-worthy presentation all your friends will like.
- Ease 20%** - We're not looking for anything fancy here, just your favorite food to mess around with before kickoff! No artisan foams or dry ice here!
- HOTNESS 30%** - How hot did you dare to go? Melt your face off hot? Sweet and spicy heat? Mild, slow burn? We don't care, as long as you made it HOT!
- Creativity 25%** - How much did you mess around to get your masterpiece? Are you a true maverick in the tailgate food world, ready to rewrite the rules? Then show how you went that extra mile!

Bonus Points if you show Colman's Mustard in your photo. *no purchase necessary

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Hot Mess Around in the Kitchen
Influencer Campaign with Recipe Development



misadventuro.us

CHEF WANNABE

EASY-BREEZY DELICIOUS CHAMELEON SUMMER SALAD!

