



1. What is this program about?

Kraft Mayo knows mayo lovers are some of the most passionate fans out there, and, as the “Mayo of Mayonnaise,” the brand wants to celebrate their true dedication to the velvety smooth condiment through an official Mayodorsement. So, the brand is signing one ultimate mayo lover to win a \$10K signing bonus, a jar of creamy mayo with their face on it, and a full-page ad and digital billboard in their local community declaring their new title.

2. Where do I enter?

All entrants must follow @realkraftmayo on Twitter or Instagram. For your entry, they must be posted on Twitter or Instagram, with the hashtag #KraftMayodorsement and #Contest by May 14th. Check out www.KraftMayodorsement.com for more details.

3. Do I have to use a video to enter?

No, we are accepting all types of content that you believe display your mayo love!

4. How does the selection process work?

From May 15 through May 19, *Kraft* Mayo will select the top eight mayo fans based on passion, originality, personality and social buzz through Instagram or Twitter submissions. From May 20 at 12 p.m. CT through May 26, *Kraft* Mayo will unveil a bracket of the top eight selections for fellow mayo fans to vote each day on [Instagram](#) and [Twitter](#) before the winner with the most votes and most passion will be declared during the *Kraft* Mayo Draft on or around May 28.

5. How are entries judged?

All videos/entries will be judged based on the following criteria:

- Passion for Kraft Mayo (40%)
- Originality (30%)
- Personality (30%)

If you qualify for the top 20, you will also then be judged on ‘Social Buzz’ to narrow down to the top 8 finalists for the bracket voting.

6. When is the last chance to enter?

The Contest Period runs from 8:00AM (CST) May 6, 2021 until 11:59PM (CST) May 14, 2021. Any entries posted after 11:59PM (CST) on May 14, 2021 will not be received by the Sweepstakes Administrator.

7. How will I know if I am a finalist?

There will be eight (8) finalists that will receive a DM from the Contest Administrator (via the Social Media platform that your entry was posted). Administrators will be confirming your eligibility, age and a brief background check.

8. Can I see the entries?

You can view entries in Twitter and/or Instagram at any time, by searching the required hashtag #KraftMayodorsement and #Contest.

When finalists are selected for voting, please visit @RealKraftMayo on Twitter and Instagram to see the finalists and place your vote.

9. Will there be multiple winners?

Only one mayo fanatic will receive the *Kraft* Mayodorsement, the \$10K signing bonus and enviable mayo fame as the most dedicated *Kraft* Mayo lover.

10. What do you win if you are selected?

The winner of the *Kraft* Mayodorsement will receive a \$10K signing bonus, their face on a jar of creamy *Kraft* Mayo, a *Kraft* Mayo tank top and a full-page ad and digital billboard in their local community declaring their new title.

11. Will the winner have permanent responsibilities once they are selected?

After receiving their signing bonus, the winner of the *Kraft* Mayodorsement won't have any other responsibilities beyond continuing to show their passion for their favorite velvety smooth condiment.

12. Where will we be able to see the winner?

We will announce the winning "Mayodorsement" on @RealKraftMayo social media pages on or around May 28.