

Campbell's



Ready when you are.

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Brand History

From the Beginning

Campbell Soup Company is an American canning company with nearly 150 years of rich history and products that span 120 countries. The company was founded in 1869 in southern New Jersey by Joseph A. Campbell, a fruit merchant and Abraham Anderson, an icebox manufacturer. Campbell and Anderson began their business by canning goods such as minced meats, tomatoes, and other vegetables. However, just 7 years later, Anderson left the partnership. Joseph Campbell then joined forces with Arthur Dorrance and the company took on a new name in 1891: Joseph Campbell Preserve Company.

Four years later, the company debuted its first ready-to-eat canned soup. Though, it wasn't until 1897, with the help of Arthur Dorrance's nephew and chemist John T. Dorrance, that the company launched its very first can of condensed soup. This later became its most successful product ever.

The following year (1898), Campbell's changed its label to the iconic red and white design. The trademark in the center of the label was later replaced with a gold medallion after winning the Gold Medallion prize at the Paris Exposition in 1899-1900. Thus completing the timeless Campbell's Soup label design we all know and love.



After Joseph Campbell's retirement, the company would take on just one more name change (Joseph Campbell Company, 1905) before incorporating as the Campbell's Soup Company in 1922.

Campbell's especially made a name for itself during World War II. Rationing and sending food to American troops was the American way. Campbell's soup was one of the only shelf stable foods compact enough to be transported to bases halfway across the world.

A little more than 30-years later, Campbell Soup Company made its first initial public offering on the New York Stock Exchange in November of 1954. The brand then followed up this shift into the public's eye with a series of acquisitions that expanded the business into the baked goods, beverages, and sauces categories.

Today, Campbell's remains headquartered in Camden, New Jersey and continues to lead the shelf-stable foods category. In addition to Campbell's Soup, the company is now parent to many other category leading brands like Pepperidge Farms, Prego, and Swanson. Some of the most recent product launches include: Well Yes! (launched in Dec. 2016), a line of ready to serve soups made from simple clean ingredients available in canned and sipping to go formats and V8+Hydrate (launched in Aug. 2018), the first line of plant-powered beverages that uses the natural qualities of sweet potato juice to achieve hydration.



Advertising History

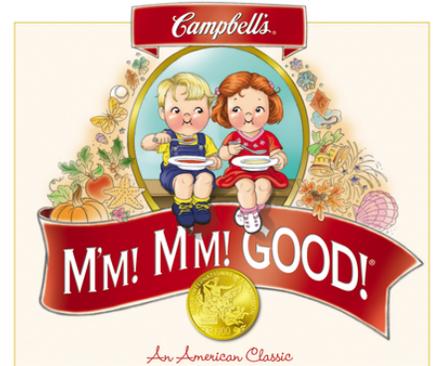
Everyone was a Campbell Kid

Campbell Soup Company is known for its catchy slogans and feel good, family-focused advertising. One of their very first traditional campaigns introduced Campbell's Soups by way of streetcar wraps in 1904. The company commissioned Philadelphia based artist, Grace Wiederseim who created the "Campbell Kids", a collection of up to 16 young, round-faced, rosy-cheeked children used to promote the health benefits of eating soup. Copy that accompanied these advertisements were very explicit in stating its intended purpose.



The Campbell Kids were a hit among consumers and their likeness was eventually licensed out to produce everything from dolls to cooking sets. The Campbell Kids were used in nearly every Campbell's Soup advertisements until about 1921, when they were eventually phased out, though they made a special comeback for their 50th birthday in 1954.

The 1930s was a huge decade for the brand in terms of advertising. In 1934, Campbell's made its debut in radio, spending ~\$205K on-air time. The following year, Campbell's introduced its most iconic slogan to date; "Mmm Mmm Good" (which is still used in today) in the form of radio ads. Finally, in December of 1938, Campbell's purchased the "Mercury Theater on Air" radio show renaming it as The Campbell Playhouse making this their first sponsorship.



Society's shift toward television in the 1950s allowed Campbell's to combine its two most popular advertising components; the Campbell Kids (now animated) and their timeless slogan "Mmm Mmm Good". These TV sponsorships were placed within family friendly programming like The Donna Reed Show and Lassie.

Campbell's tested several new products and slogans over the next few decades. In the 1960s they were accused of using marbles to make their soups appear thicker in ads. In 1989, the brand was investigated by the FTC forcing them to remove the mention that "Campbell's Soups helped to reduce the risk for heart disease" from their ads.

Perhaps the most iconic Campbell's Soup commercial of this generation premiered in 1993. The spot featured a child-sized snowman venturing indoors to escape the cold. The snowman sits down in front of a bowl of warm Campbell's Soup and its icy exterior begins to melt away as he eats, revealing a young boy enjoying his soup. This is one of Campbell's longest running ads. In 2015, Campbell's dedicated a #TBT moment to commemorate the well-known spot.



Advertising History

Modern Risks

Today, Campbell's is taking more risks with its creative ideas by making it a point to promote inclusivity. Some of their latest ads take on once "taboo" subjects and social issues like same-sex marriages. Other ads use the product to break down language barriers and enforce the notion that we may come from different cultures, but we are not as different as we think.



Untraditional Honorable Mentions

In 1962, Andy Warhol painted and debuted his iconic exhibit "32 Campbell's Soup Cans" after being advised to paint something that everyone would recognize like a can of soup. All 32 paintings currently hang in the Museum of Modern Art in New York City.



In 2012, Campbell's introduced special edition Warhol-inspired cans. This execution was in partnership with Target to commemorate 50-years and pay homage to the iconic artist's depiction of their product.

Timeline

- 1869** Founded
- 1894** Joseph Campbell retires
- 1895** Ready to eat Tomato Soup is introduced
- 1898** Iconic red and white label introduced
- 1900** Gold Medallion added to label
- 1904** Campbell's Kids debut via street car ads
- 1911** National distribution
- 1922** Name changed to Campbell's Soup Company
- 1931** First Radio advertisement airs
- 1950** First Television advertisement airs
- 1954** CPB goes public on NYSE
- 1962** Andy Warhol exhibit debuts
- 1970** Campbell's Chunky Soup
- 1990** 1 Billion cans of Tomato Soup produced
- 1994** 125th Anniversary
- 2004** Warhol commemorative limited edition cans
- 2006** American Heart Association partnership - "Go Red for Women"
- 2010** Label refresh
- 2012** Warhol 50th Anniversary
- 2016** Well Yes! incorporates natural ingredients
- 2018** V8+Hydrate - plant based hydration beverage

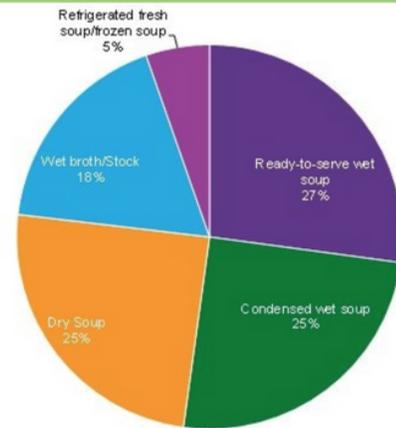


Soup Market

Categories of Soup

In 2017, it generated roughly \$6.8 billion in retail sales, according to Packaged Facts (2018). The overall soup industry is large and wide, including many product lines and variations requiring different levels of preparation before consumption, sometimes making it difficult to appropriately categorize and target. Although they are usually grouped into nine categories, three segments significantly lead the market: the ready-to-serve (RTS) Wet Soup, Condensed Wet Soup, and Wet Broth/Stock. For our purpose, we will focus on the wet soup category, specifically the condensed and ready-to-serve (RTS) brands. Both segments are recognized leaders in the soup industry, providing convenience to busy families seeking an easy, yet hearty meal.

Figure 13: Total US retail sales of soup, by segment share, at current prices, 2017



Stagnant Soup Sales

The ready-to-serve segment holds the largest market share, but sales have remained mostly stagnant, only increasing 0.3% last year (Mintel, 2018). Traditional market leaders in this category, such as Campbell, are perceived to be highly processed and felt to contain too much salt and too many artificial ingredients (Halzack, 2017). Consumer concerns over processed foods and the desire to eat healthier meals have impacted wet soup sales overall, but the condensed soup segment has seen the greatest loss.

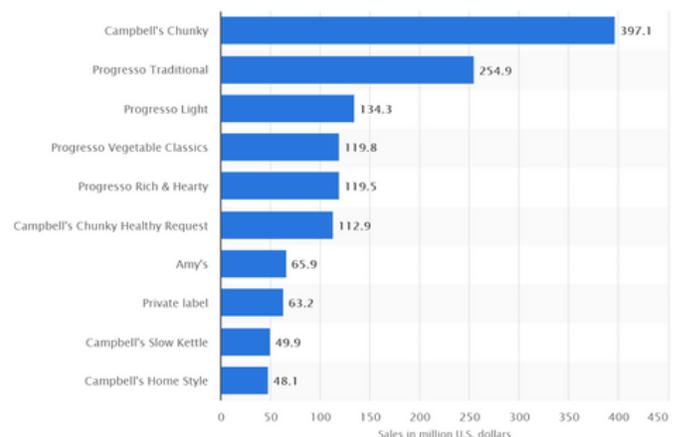
Table 14-9
Consumption Rates for Canned/Packaged Soup, Broth & Stock, 2007-2017
(percent of households)

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
81.0	81.5	81.1	80.3	79.5	80.4	79.1	78.4	79.5	79.4	76.5

Source: 2007-2017 Spring Simmons Profile Report. Copyright 2016 Simmons Research LLC. All rights reserved.

Campbell's Current Position

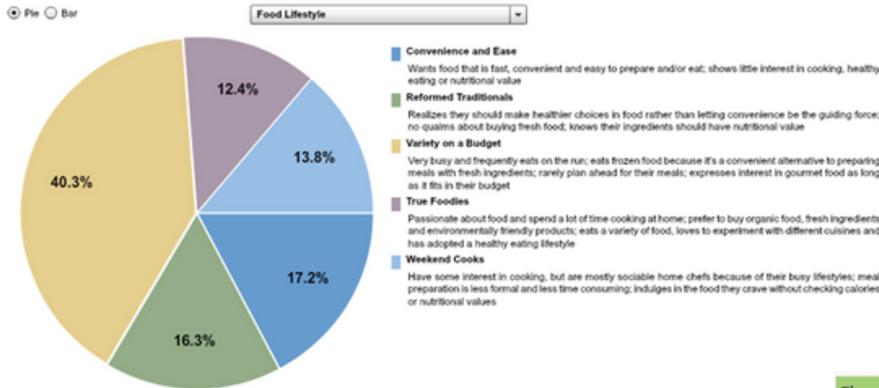
If you walk down the soup aisle in your local grocer or retailer, it's easy to see that Campbell's soups are one of the leading brands in the market. Their classic red and white label easily stands out amongst their competitors, overwhelming the consumer with a variety of selections. In fact, the Campbell Soup Company is the leading player in the United States soup market, generating a 41.8% share of the market's value (MarketLine, 2018). In the RTS category specifically, the Campbell's Chunky product line delivered the largest sales numbers in 2017 (Statista, 2018).



Industry Trends

Influences on Soup Consumption

Today, soup is still a product eaten by most people and has a relatively high penetration in American households. However, even though approximately 85% of consumers purchase soup on routine visits to the grocery store, only 35% eat soup weekly (Mintel, 2018). Increased health concerns about processed foods, including low usage of fresh ingredients can be attributed to soup's declining sales. However, increases in consumer tendency to cook at home have skewed wet soup sales overall. Just last year, while RTS wet soup sales dropped 4%, broth/stock products have seen gains of nearly 8%, most likely driven by its use as an ingredient by home cooks (Mintel, 2018). Luckily for Campbell, their broths lead the market at about 40%, and have shown steady growth over the last few years. Part of that is due to their acquisition of a leading producer of organic broth and soup, Pacific Foods, in December 2017 for \$700 million (Campbells.com).



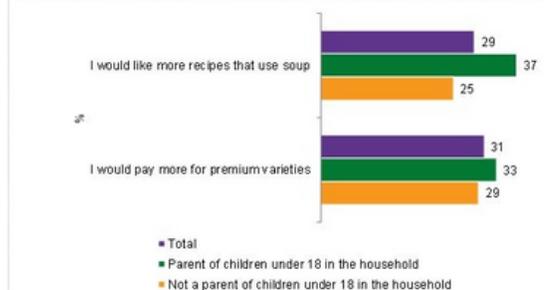
Modern concerns about diet and health issues surrounding shelf-stable food, and broad attacks for the high levels of sodium found in soup products have been key causes of declining sales. Despite attempts to market healthier options, consumers remain skeptical, often looking for more specific proof of a product's health value. According to Mintel, simply calling a product 'healthy' is no longer persuasive as the definition of "health" continues to evolve (2017). This largely impacted the soup industry's sales decline, despite labeling healthier options with phrases like low-sodium or organic.

For the most part, soup products are generally regarded as tasty, and even health-conscious consumers are finding healthier soups on the market. Even so, it also has a long-standing history as an occasion-driven purchase item. One that is most often consumed in the winter, when someone is sick or when the weather is bad. Marketers need to establish soup as more of an everyday food or snack rather than a special occasion item eaten in the winter, in bad weather, or when one is sick. Modern lifestyles offer an opportunity for Campbell's to influence this change by focusing on the everyday demands of hectic lifestyles, balancing multiple responsibilities and eating healthy, filling meals on the go.

Figure 6a: Soup attitudes – More recipes and premium soups, by parental status, April 2018

Base: 1,706 internet users aged 18+ who purchased soup in the last 6 months

"Which statements about soups do you agree with? Please select all that apply."

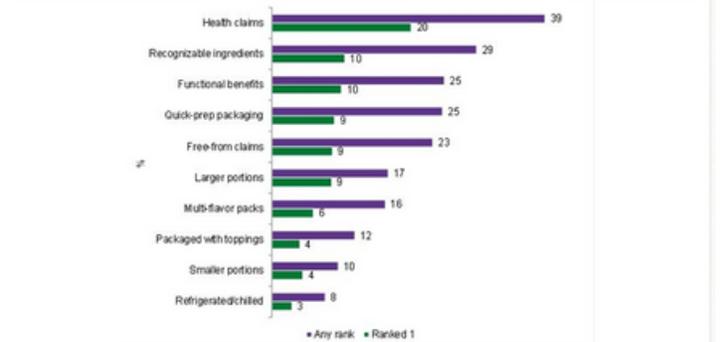


Source: Lightspeed/Mintel

Figure 6b: Increased soup consumption drivers – Any rank and ranked 1, April 2018

Base: 1,706 internet users aged 18+ who purchased soup in the last 6 months

"Which of the following features would make you eat more soup? Please select up to three and rank them in order of importance."



Source: Lightspeed/Mintel

Fit for Modern Lifestyles

While taste and flavor are important attributes for most consumers, the fastest growing soup segments are ones offering convenience and flexibility of uses. Due to the unique demands of modern life, soup brands should aim to increase consumption frequency throughout the category (Mintel, 2018). By disrupting consumer habits, brands need to communicate all the ways to enjoy and use their soup products.

Even though the convenience of soup's on-demand and ready-to-serve products can help today's generation of consumers adapt to chaotic schedules and eating on the go, health concerns might still negatively influence their purchase decisions. However, an important thing for soup brands to keep in mind is the shifting definition of "health" for consumers. While sales of soup brands with the word "healthy" have declined 10% from 2017-18, consumers want products that have wholesome, better-for-you ingredients (Mintel, 2018). With packaging that clearly states 'free-from' or 'simple ingredients' on their label, brands could easily market themselves as a "better for you" option in these categories.



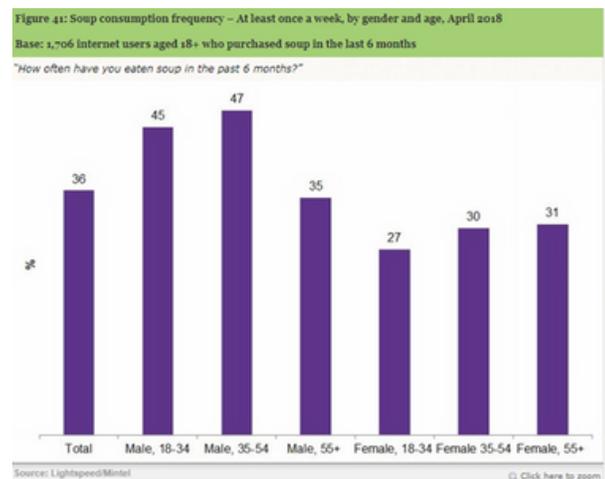
Another way to stand-out as a healthier soup is by using less artificial ingredients. This will attract consumers who are looking to make a healthier version of their favorite recipes. A way to increase sales is to portray soup as a hearty and rich meal that is easy to consume on the go, as convenience and flavor are important soup attributes for most consumers.

Today's Consumers

Women aged 18-34 are the lowest consumers of soup due to concerns that soup is highly processed and high in sodium. Wholesome, recognizable ingredients and nutritional benefits may increase consumption in soup among all demographics, and particularly women.

Older consumers prefer to stick to products they know they like. They are more likely to purchase canned soup over other packaging types because they are familiar with this type of product. By remaining committed to brand values and quality, canned soup brands remain popular among the older, loyal target market.

Younger consumers, such as those in the 25-34 age range, prefer a greater variety of soup options. This includes soup sold in cartons, pouches and in the refrigerated section. Brands that sell soup in these non-traditional formats are more likely to connect with their audience, who are commonly shopping around the perimeters at their grocery store.



Competition

The U.S. soups market is relatively concentrated and includes large-scale competition from some of the world's top brands. The major players account for 63.6% of the total market value and include Campbell Soup, General Mills, Hormel Foods, Hain Celestial Group, and ConAgra (MarketLine, 2018). Of the top brands that offer ready-to-serve soups, Campbell still holds the largest share of the market. However, other large brands in this category also offer a wide range of products in a variety of geographies that can easily be found on the shelves of most grocery and convenience stores. More so, the competing soup brands offer similar product lines and flavors, making them seem largely undifferentiated. This has made it difficult to retain consistent buyers or obtain consumer brand loyalty. These challenges, among others, have caused the \$4 billion soup market to remain mostly flat since 2012 (Packaged Facts, 2018).

Soup behaviors

Base: 1,706 internet users aged 18+ who purchased soup in the last 6 months

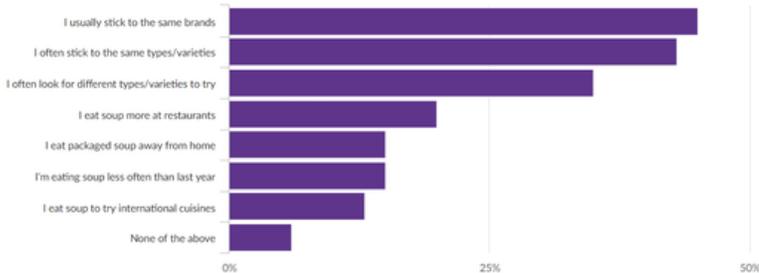
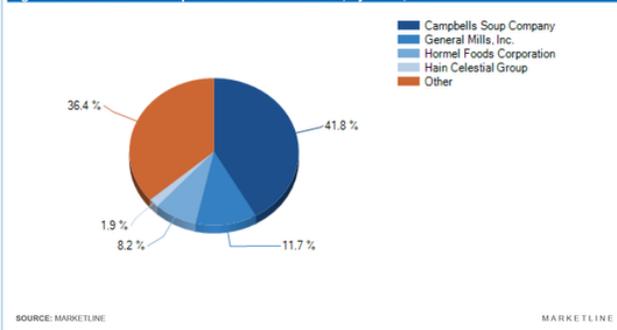


Figure 5: United States soups market share: % share, by value, 2017



General Mills - Progresso

The largest competitor to Campbell's comes from General Mills' RTS soup brand, Progresso. Often just next to Campbell's easy-to-recognize red cans, consumers find Progresso's blue cans offering a similar variety in flavors and 'healthier' options. Although Campbell's currently leads the market, Progresso was the first brand to offer a heartier, RTS soup that was seen as a complete meal option. Their initial entry into the market was forged by creating a product that was different than traditional condensed soup products. However, Campbell's was able to regain command with their 'Chunky' product line, their first 'ready-to-heat' soup that helped them overcome challenges of their condensed soups, which require more work to be considered a full meal option.



As Campbell's closest competitor, Progresso holds approximately 42% of the RTS soup market. Consumers of RTS soup share similar reasons for eating soup, and often make their choices based on convenience and the variety of flavor options both brands offer. Since pricing is similar between the brands (often less than \$2), flavor variety and brand familiarity will often be the deciding factors for most consumers. Both Progresso and Campbell products offer unique flavor options, but Progresso doesn't currently have condensed soups that are most often used for cooking.

As soup consumption trends continue to change, both Progresso and Campbell will have to evolve their products to maintain the large market shares they currently hold. Investments in healthier options like refrigerated soups and organic ingredients will be a key indicator for who comes out on top in the years ahead.

		CONVENIENCE AND EASE	REFORMED TRADITIONAL	VARIETY ON A BUDGET	TRUE FOODIES	WEEKEND COOKS
Total	Sample	1,747	3,468	3,186	2,801	1,521
	Weighted (000)	35,561	59,358	64,291	47,867	31,394
	Vertical %	100%	100%	100%	100%	100%
	Horizontal %	14.9%	24.9%	27%	20.1%	13.2%
	Total %	14.9%	24.9%	27%	20.1%	13.2%
CAMPBELL'S	Sample	1,026	1,830	1,665	1,196	940
	Weighted (000)	22,805	31,355	35,478	21,452	20,200
	Vertical %	64.1%	52.8%	55.2%	44.8%	64.3%
	Horizontal %	17.4%	23.9%	27%	16.3%	15.4%
	Total %	9.56%	13.1%	14.9%	9%	8.47%
PROGRESSO	Sample	170	271	272	206	160
	Weighted (000)	3,913	4,549	5,721	3,953	3,546
	Vertical %	11%	7.66%	8.9%	8.26%	11.3%
	Horizontal %	16%	21%	26.4%	18.2%	16.4%
	Total %	1.64%	1.91%	2.4%	1.66%	1.49%

Competition

Private Labels

Research from Mintel suggests that shoppers are gravitating to small, boutique brands for food and other products (2017). Therefore, it makes sense that private label store brands have steadily gained traction in the larger soup market, currently controlling approximately 13% of the total market. However, private labels hold only about 4% of the market when it comes to the RTS wet soup category, specifically. Private labels recently have become more popular, as consumers make more budget-conscious decisions among similar options. Between 2007 and 2017, this targeted market segment has become more popular, rising from 12% to 16% of the total market. It is important to note that these figures include multiple private labels, including Wegman's, Great Value (Walmart), Kroger, Trader Joe's and many more.

When compared across all product lines and brands, store labels have seen larger sales increases over the last decade. However, as consumers continue to seek healthier options and budget concerns decrease in an improving economy, store brand sales will likely fall more quickly than their competitors. They are also slower to evolve or innovate with new product releases, often responding only to changes made by larger brand competitors. This will hurt their share of the market as new trends in refrigerated soups and unique flavors continue to grow.



Table 14-12
Brands of Canned/Packaged Soup, Broth & Stock Eaten Most Often by Households in Last 7 Days, 2007-2017
(percent of households that eat canned/packaged soup, broth & stock)

Brand	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Campbell's Condensed Soup	36.0	35.4	33.8	31.9	30.5	29.1	30.7	29.2	25.7	27.1	27.2
Campbell's Chunky	21.8	21.1	19.8	20.7	24.8	22.0	23.6	22.6	21.9	19.5	20.5
Progresso	19.0	20.0	22.5	21.2	23.9	21.9	22.2	23.3	23.0	22.5	23.3
Healthy Choice Soup	6.5	6.5	7.6	8.1	8.2	8.5	7.9	5.8	7.1	7.0	6.1
Wolfgang Puck	1.5	1.1	1.2	1.1	1.2	1.3	1.0	1.1	0.8	1.8	1.0
Juanita's	0.7	0.5	0.5	1.2	1.1	1.6	1.0	1.0	1.1	1.0	0.8
Store Brand	12.0	11.2	11.4	12.0	13.8	13.7	13.9	15.1	14.7	16.3	15.6
Other Brands	7.1	7.8	7.8	8.9	12.9	10.1	9.8	7.9	10.0	9.7	11.9

Source: 2007-2017 Spring Simmons Profile Report. Copyright 2016 Simmons Research LLC. All rights reserved.



Campbell is a company driven by value and purpose to provide 'real food to their customers that matters for life's moments'. For generations, consumers have trusted their product to provide variety and flavorful options that connect them to each other and to what is important. However, modern lifestyles often have hectic schedules that place unique demands on Millennials and today's families, causing them to seek meals that are convenient, healthy and filling. To continue being a staple in the cupboards of homes all over the world, Campbell's soups need to evolve to better fit with consumer wants and needs. Outlined below are the good and bad of the reality that faces Campbell today.

SWOT Analysis

Strengths

- Wide selection of product
- Worldwide distribution; sold in 120 countries
- Longstanding relationships with retail/grocery
- Long, established history in the category
- Brand awareness, recognition, legacy
- Strong brand portfolio
- Successful product innovation & development of new products
- High level of customer satisfaction

Weaknesses

- Extremely competitive soup market
- Struggle to connect with today's consumer
- Difficulty responding to healthier food trends
- Canned food market has evolved
- Greater health concerns/processed food issues
- Target audience has different values and lifestyles than previous generations
- Loss of market share to smaller, niche brands and products

Opportunities

- Emerging adult audience ready for reengagement because of need for products that make life easier
- Expand international presence
- Target emerging, niche markets with unique modern lifestyles
- Investment in new technologies and new product segments
- Changes in food habits/needs with more working mothers and demanding schedules
- Increased demand for convenient, healthy, filling meals

Threats

- Growing market share from private label competitors and smaller, local brands
- Healthier diets seeking fresh foods
- Increasing concerns about processed food
- Evolving markets with low adoption for new products
- Consumer grocery shopping habits - sticking to the perimeters where fresh food tends to be
- Stricter food production regulations and demand for local food products

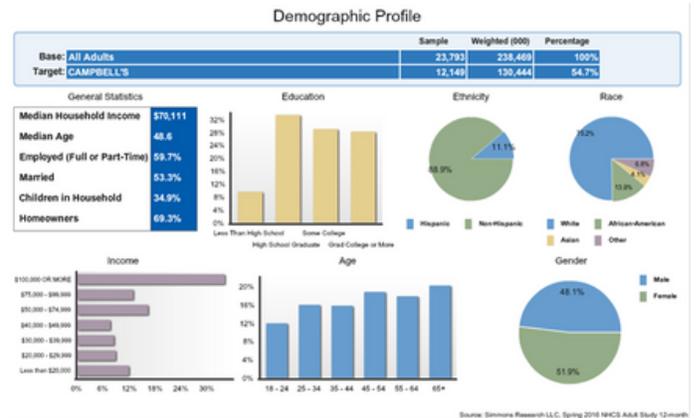


Target Market

Current Target

Today's Campbell's consumer is around 48 years-old with an income of \$70,000. The percentage among genders is almost equal at 51.9% female and 48.1% male consumers. This target market grew up with Campbell's. It was a staple in the pantry to provide a meal for kids, as well as use as a recipe dish for casseroles to feed the family. While many people associate Campbell's as a meal for on a cold winter's day or for children when they are sick, only 34.9% of Campbell's consumers actually have children in their household.

But while Campbell and other soup manufacturers have relied on the sentimental connection with its current audience, the feeling of nostalgia is lost on millennials and younger consumers, like Generation Z. In order for Campbell to thrive again, the company needs to look to these two groups and try to build a trusted connection. Campbell's should target a primary audience of millennial parents and a secondary audience of kids going away to college because they are becoming the new purchasers with buying power. The current target audience will still remain loyal because they have an established connection with Campbell's and view it as a trusted brand.



New Focus: Millennials

- New parents, or parents of young children.
- Always on the go, running errands for family and shuttling kids around to school, activities, and practices.
- Looking for quick, comforting meals for their family and/or themselves.

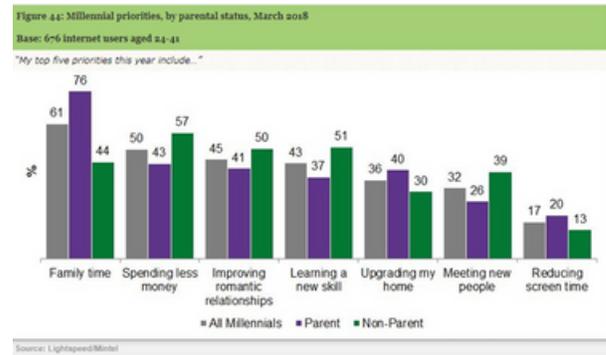
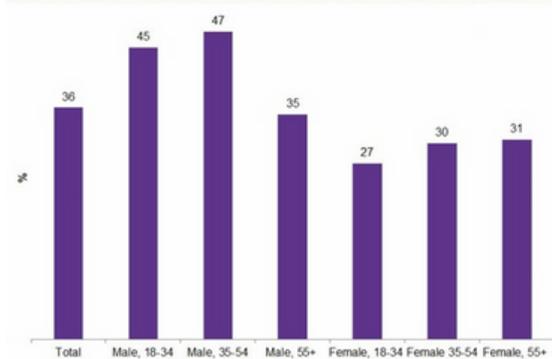


Figure 41: Soup consumption frequency - At least once a week, by gender and age, April 2018

Base: 1,706 internet users aged 18+ who purchased soup in the last 6 months

"How often have you eaten soup in the past 6 months?"



Since 1869, Campbell's has had 3 beliefs that have driven the company:

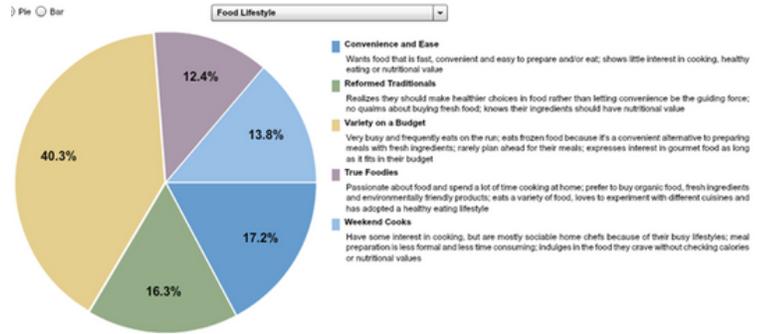
1. The power of food to connect people.
2. Food should be good, delicious and accessible – all three, without compromise.
3. A duty to protect the Earth; to nourish and give back to our communities; a duty to the people who bring their talents to Campbell every day.

While the values do align with millennial beliefs, Campbell's brand mission needs to come across in the advertising. Of these consumers, 76% of millennial parents say that family time is their top priority which partners well with Campbell's. They have always been there for all of life's moments and have been providing nourishment for families for generations.

Target Market

Although Campbell's is currently missing out on this target group because of concerns with sodium and artificial ingredients, they have an opportunity to connect by focusing on life's quality moments with loved ones. Millennial parents who eat Campbell's favor the Harvest Natural line, and their second choice is the Condensed Broth to use in recipes. There is an opportunity to improve on Ready to Serve Classics. As more millennial parents enjoy the Select Harvest soups and use broth to cook recipes their parents made, they are more inclined to purchase the classic soups for their families.

Campbell's can gain a big advantage by obtaining the loyalty of millennial parents. According to the research, 49% of millennial parents will stay loyal to a brand despite cheaper options, and 64% will purchase a brand they are loyal to before they look at a competitor (CSD Staff, 2018). Once that loyalty is established, Campbell's can count on millennial moms to talk about their product, because 51% of millennial moms value recommendations from other millennial moms (Steadfast, n.d.).



Source: Simmons Research LLC, Spring 2016 NHCS Adult Study 12-month

		Total	18 - 24
Total	Sample	12,723	1,198
	Weighted (000)	236,470	26,053
	Vertical %	100%	100%
	Horizontal %	100%	11.8%
	Total %	100%	11.8%
I DON'T OFTEN HAVE THE TIME TO PREPARE/EAT HEALTHY MEALS*	Sample	3,848	424
	Weighted (000)	76,243	10,262
	Vertical %	32%	36.6%
	Horizontal %	100%	13.5%
	Total %	32%	4.3%
BECAUSE OF MY BUSY LIFESTYLE, I DON'T TAKE CARE OF MYSELF AS	Sample	4,445	424
	Weighted (000)	87,816	10,517
	Vertical %	36.8%	37.5%
	Horizontal %	100%	12%
	Total %	36.8%	4.41%
I OFTEN EAT FROZEN DINNERS	Sample	1,931	256
	Weighted (000)	41,021	6,909
	Vertical %	17.2%	24.8%
	Horizontal %	100%	16.8%
	Total %	17.2%	2.9%
FAST FOOD FITS MY BUSY LIFESTYLE	Sample	2,442	389
	Weighted (000)	49,324	9,134
	Vertical %	20.7%	32.6%
	Horizontal %	100%	18.5%
	Total %	20.7%	3.83%

Secondary Target: Young Adults (18-24)

- Away at college or living on their own for the first time
- On a budget and looking for food that is quick and convenient
- Don't have the time or tools to prepare or eat a full meal

Over 40% of 18-24-year-olds eat on the run, so they want something that is a convenient alternative to preparing meals. Almost 20% look for food that is fast and easy, and have little interest in cooking (Simmons, 2016). College students are busy and may not have the tools or know how to prepare a full meal. Rather than relying on fast food or unsatisfying frozen food, Campbell's soup can provide a more nutritional option that is filling.

Campbell's soup is a meal that is perfect for dorm life. Not only is it a cheap, convenient and hearty meal, but students can also order Campbell's on Amazon and heat up their meal between classes.

Once millennial parents start making this a staple in their home to serve to kids as comfort food, by the time those kids go to college, they will associate Campbell's with that childhood nostalgia. In the meantime, students will like that it is a cheap and convenient option. After college, or when they start cooking more, they will have an established brand connection with Campbell's and rely on the many options to complete their meals. As they get older and have children, they are likely to feed Campbell's products to their families, further evolving Campbell's brand value.

Campbell's Homestyle Soup, Chicken Noodle, 15.4 Ounce (Pack of 8) by Campbell's Homestyle

★★★★☆ 581 customer reviews | 9 answered questions | Amazon's Choice for "homestyle chicken noodle soup"



About the product

- Easy-to-open, microwave-safe bowls that are perfect for work, school or wherever you go
- Made with premium chicken with no antibiotics, fresh vegetables and egg noodles
- Classic home-style soup you can conveniently savor on the go
- Ready in Minutes
- Made for Real, Real Life.

Personas

Simon, 30

Simon is a 30-year-old man who lives in Santa Cruz, CA. He works long hours and has a four-year-old daughter. When he has some downtime, Simon enjoys looking on Pinterest and Instagram for ideas on quick and easy recipes. Making sure his family eats a nutritious meal is important to Simon. However, juggling work and family activities means not a lot of time to cook or even eat a full meal. He wants something fast that he can have in between meetings at work, or that he or his partner can quickly heat up and serve to their family on those days where there is just no time to cook.



Mackenzie, 20

Mackenzie is a 20-year-old college student who also has a part-time internship. She lives in NYC and is on a tight budget. Sitting down in the school cafeteria to eat a meal isn't always an option; often she is running from class to class and then to her internship. Mackenzie wants something more satisfying and nutritious than frozen food or instant mac n' cheese, but still wants something fast. In those rare moments when she is able to cook a quick, 3-ingredient meal, she loves to Snap it to her friends as well as share on Instagram.

Natasha, 34

Natasha is building a career for herself in the finance industry, which keeps her quite busy. She lives in Chicago, IL and is supporting herself while paying off student loans after earning both bachelor and masters degrees. Balancing work with ongoing professional development, networking, and a social life, she doesn't have much time to prepare meals for herself. Although her financial situation isn't strenuous, she makes an effort to monitor her spending, especially when it comes to food. She often eats on the run, and is often looking for new, healthy options that satisfy her hunger and her wallet.



Positioning Statement

Campbell's soup is the unsung hero of meals for Millennials everywhere, delivering a variety of delicious dishes to satisfy hunger with easy, on-demand solutions that make the fast-paced routines and unique challenges of modern lifestyles easier to manage.

Whether you need to prepare a quick dinner for your family or show off your virtually non-existent gourmet chef skills on Instagram - Campbell's soup will be there to save the day!



Ready When You Are.

Why Unsung Heroes?

Today's consumers are busy. They have evolving responsibilities and often juggle multiple tasks simultaneously - they are masters at multitasking. To get through the day, meals often take a backseat to seemingly more important priorities. This is where Campbell's soups save the day, often going unrecognized for their delicious and filling meals. The selection of soups are easily available, cost effective, nutritious, and ready in no time making Campbell's soup the unsung hero for modern-day consumers - the convenient solution that is always there and always ready when they are.



Creative Brief

Why are we advertising?

To reinvigorate an historical, well-known Campbell's brand to a place where they can connect with consumers who are active in today's unique, diverse, and sometimes chaotic modern lifestyle and represent the newest generation of families.

Who are we talking to?

Adults, 18-49 who lead a busy lifestyle, with a strong focus on young millennial parents. These consumers are active on social media and stream videos rather than watch television through cable. They love sharing recipes, meals, and anything that makes their lives easier.

What do they currently think?

They see Campbell's soups as unhealthy, outdated, something their parents gave them and they want to give something better to their own children.

"How can something that is so quick to make be healthy?"

"Campbell's soups aren't healthy. They're filled with fake ingredients and a ton of salt."

What would we like them to think?

The Campbell's brand has been a staple in homes for generations for a reason. Their soups provide us with authentic, flavorful and readily available quality meals that help us get back to life's moments that matter most. The wide variety and serving styles have something for everyone. Their soups are perfect for all lifestyles, for all seasons, and will always be there when you need them.

"Once again, Campbell's soup saved the day. Thank goodness I had it in the pantry. It always hits the spot and fills everyone up."

"You've got to taste this meal I made with Campbell's soup! You'd never think there were so many vegetables!"

Why should they believe it?

With over 100-years of providing ready-to-serve meals, Campbell's is a consistent choice that helps everyone get through the demands of modern life with delicious, filling meals that fit into any taste and purpose.

Are there any creative guidelines?

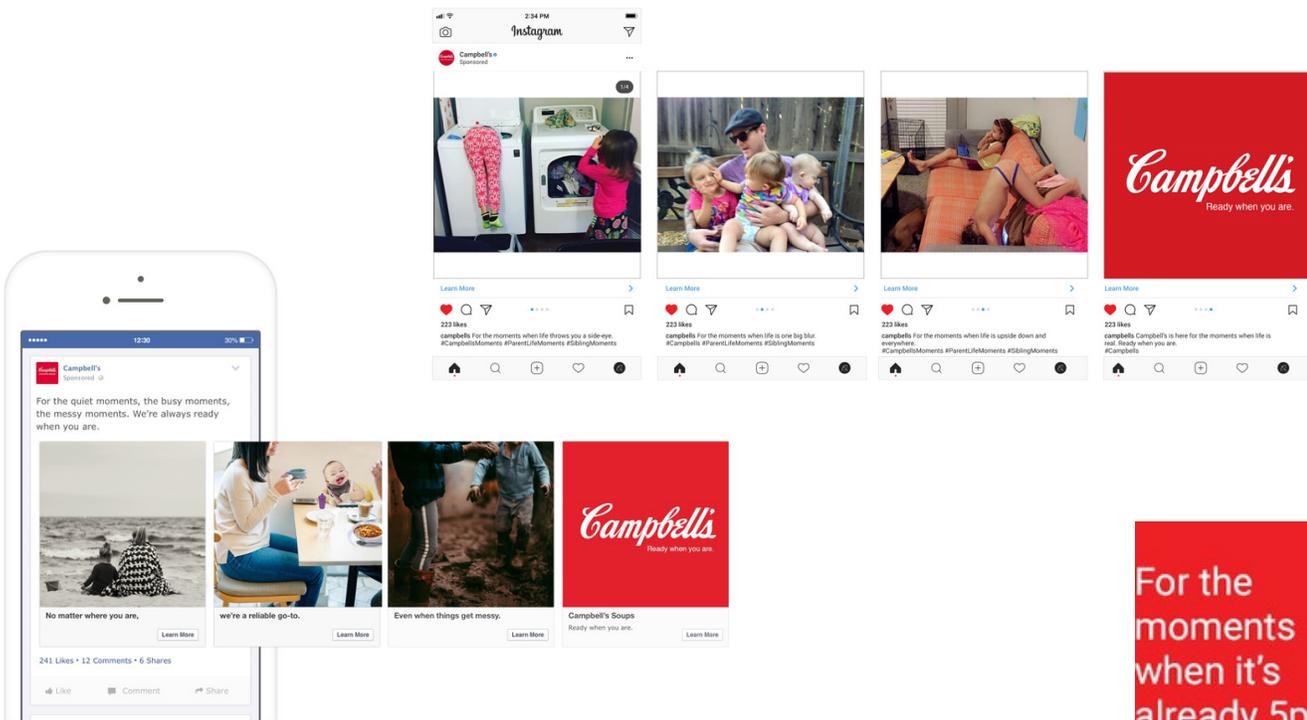
Utilize the unique demands of modern life to connect with consumers who are looking for easy, on-demand meal solutions that satisfy hunger and offer a variety of flavors.

Creative Approach

The Campbell's market we are targeting consists of heavy digital users, including their kids. This generation is tech-savvy and understands when they are viewing advertising so our creative works hard to hit them emotionally while looking organic in their feed and throughout the platforms. Bringing together the practical and emotional superiority of Campbell's soup products, the brand connects to the market by offering filling, delicious meals whenever the consumer is ready for them. Campbell's soups are always there, ready to help busy consumers make it through the unique challenges and demanding schedules of modern lifestyles.

Social Media Advertising

For Facebook and Instagram we've created carousels depicting real-life as a parent and speaking to those moments, rather than the stresses. These moments are memories and Campbell's is the perfect match everyone in front of and behind the camera can enjoy. These pieces are become shareable and able to spark conversations within the market and with the brand.



Digital & Native Banners

As our market relies on the internet for most of their information (the other being word of mouth) we also recommend digital and native banners that can be placed throughout digital websites ranging from shopping to recipe websites. This also offers Campbell's the opportunity to partner with websites, such as, BuzzFeed in the native article space which will further the reach into the market and beyond the market. Within the digital and native space, Campbell's can connect with the market on their level, in their digital space with a modern life feeling.



Creative Approach

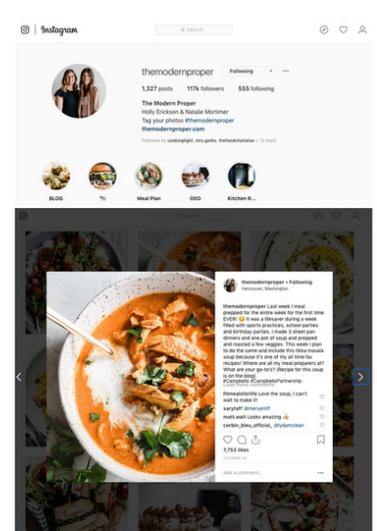
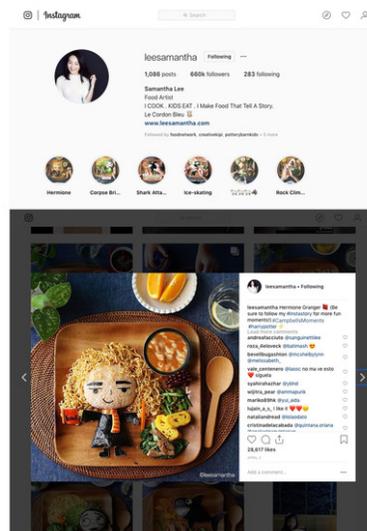
Print Advertising

Some may say print is depleting but according to publications, such as, Food Network, National Geographic, Shape, and Better Homes & Gardens, the Campbell's market reads (and shares) the tangible magazines, as well as the digital publications. The opportunity Campbell's has here to showcase their flexibility from print to digital while understanding the market on an emotional level can help connect them to the new generation of consumers. More so, simple visual printed material is great for billboards and placement advertising.



Partnerships

On top of this market being active on social media, they are also avid followers of influencers, or content creators they can relate to. Here are a couple of social partnerships we feel speak the language of Campbell's and can relate to the market's lifestyle on a practical and emotional level giving Campbell's a modern feeling while staying true to the history of the brand's values.



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