



NFL PLAYERS

Campbell's® Chunky™ Soup TV Advertising Campaign Highlights

CHUNKY KICKS OFF

The first *Campbell's Chunky* soup ad to feature an NFL player starred the late Green Bay Packer, **Reggie White**.

The first official Mama's Boys spot showed Reggie sitting on the sidelines as his mother (played by an actress) steps onto the field in a cheerleading uniform to make sure he was eating his *Chunky* soup.

CHUNKY INTRODUCES THE REAL MAMAS

In 2002 *Campbell's Chunky* used the real mothers of the popular NFL players. **Donovan McNabb** stayed on alongside his mom, Wilma.

New to the campaign were NFL superstars: Pittsburgh Steeler, **Jerome Bettis** and mom Gladys; New York Giant, **Michael Strahan**, and mom, Louise; Chicago Bear, **Brian Urlacher**, and mom, Lavoyda.

10TH ANNIVERSARY

In 2007, for the 10th consecutive season of *Campbell's Chunky* sponsoring the NFL, more moms and players than ever before appeared in the Mama's Boys commercial series.

In the spot, the NFL athletes battle it out in snow, rain, and sunshine, just as they did when they were kids, all under the watchful eyes of their moms. Players in this series included:

San Diego Charger, **LaDainian Tomlinson**; New York Jet, **Jonathan Vilma**; Kansas City Chief, **Larry Johnson**; Jacksonville Jaguar, **Maurice Jones-Drew**; Dallas Cowboy, **DeMarcus Ware**; Chicago Bear, **Devin Hester**; Baltimore Raven, **Todd Heap** and Seattle Seahawk, **Matt Hasselbeck**.

1997

MAMA'S BOYS

On September 9, 2001 as Philadelphia Eagles' All-Pro quarterback **Donovan McNabb** and St. Louis Ram **Kurt Warner** faced off in the 2001 season opener, they also appeared in the *Campbell's Chunky* soup Mama's Boy advertising series. The popular advertising campaign again used actresses to play the moms of the popular football stars, encouraging them to eat their *Campbell's Chunky* soup.

2001

2002

FEED THOSE HUNGRY BOYS

Debuting the weekend of September 7, 2006 the next Mama's Boys ads featured Pittsburgh Steeler, **Ben Roethlisberger** and his mom, Brenda, alongside Seattle Seahawk, **Matt Hasselbeck** and his mom, Betsy and six-year veteran Mama's Boy **Donovan McNabb** with his mom, Wilma.

2006

WORKING DAY

For the first time in a decade the *Campbell's Chunky* ad campaign focused on one marquee player: San Diego Chargers running back, **LaDainian Tomlinson**. LT, who starred in the *Chunky* soup campaign for the second consecutive year, was the sole focus of the 2008-09 advertising.

2007

2008

