



CAMPBELL'S® CHUNKY™ SOUP CHANGES THE GAME WITH ITS MARKETING Integrated Marketing Campaign Facts

After conducting extensive consumer research, *Campbell's Chunky* soup revealed that today's men are facing a "meal dilemma" – they are having trouble finding satisfying, convenient and affordable foods that taste good and that they can feel good about eating.

These consumer insights not only drove the most comprehensive range of product enhancements in the brand's 40-year history, but they also influenced some game-changing moves with its integrated marketing campaign.

New Game-Changing Advertising Creative

The new advertising campaign, conceived by Young and Rubicam New York, marks a big departure from the long-running *Chunky* "Mama's Boys" campaign. The new approach, guided by consumer insights, reinforces that *Chunky* soups now fit into the lifestyle of the everyday, active guy. The shift also is designed to signal the big changes with *Chunky*.

Television

The new "This is Why" television advertising campaign connects with consumers on a more emotional level than previous ads:

- It brings to life *WHY* Campbell created *Chunky* soup – to give consumers a satisfying, great tasting option that will help fuel them through their everyday activities (the spots show dads in everyday, active work situations). In fact, some of the spots even feature real fathers with their children.
- It then explains *WHY* Campbell made *Chunky* even better – to address consumers' desire to eat and live better (all spots will show a dad interacting with his child to bring to life one of the biggest reasons why he wants to eat and live better – to be active in family life).

Three versions of the "This Is Why" television creative were created in both :15 and :30 second formats. Spots begin to air September 7.

Print and Online

The print and online creative hit harder on the reasons why *Chunky* is better than ever and it talks to both men and women. The copy-led creative incorporates images of full and empty bowls of *Chunky* soup and an image of a specific variety of *Campbell's Chunky* soup with an explanation of why it's better. All four variations of the ad all end with the tagline, "Better than ever."

Radio

Seven :15 and :30 second radio spots were created and will remind listeners that individual varieties of *Chunky* soup are better than ever. Some of these spots will air during drive time radio to help solve men's male meal dilemma before he gets home.

***Chunky* Media Buy Breaks New Ground**

It's not just men that *Chunky* is trying to reach this year. For the first time, *Campbell's Chunky* will actively target women, who not only make purchase and meal decisions, but also happen to consume about half of all *Chunky* soups.

- **Television** -- *Chunky* will be increasing its focus on reaching women via "Female Friendly" day parts like Early Morning and Daytime while continuing to use male dominated day parts networks

- **Print** – Last year *Chunky* added dual male/female targeted publications to the plan; this year, *Chunky* is adding for the first time, very specific female titles to the media plan, like *Better Homes and Gardens*, *Cosmopolitan* and *Women's Day*. *Chunky* will launch its print campaign with four executions in the first ever four-cover NFL Preview issue of *Sports Illustrated*
- **Radio** – *Chunky* also will be targeting men and women through gender specific stations and day parts including sports stations to target men and night/weekend programs to target women
- **Online** – The *Chunky* online media buy will reach the male eater through nfl.com and menshealth.com and the female purchaser through foodnetwork.com and ivillage.com

Men's Health Partnership

Chunky will be partnering with *Men's Health*, the largest men's lifestyle magazine brand in the world and a go-to resource for men who, just like the *Chunky* consumer, want to take care of themselves, eat better and live better.

The partnership will include:

- **In-magazine content:** a four-page *Campbell's Chunky* soup insert in the October issue of *Men's Health* will offer some great tips and tools for living and eating better. In addition, one-page advertorials will run in the magazine in the November and December issues
- **Custom male-targeted education microsite:** www.ChunkySoupGamePlan.com will feature interactive health and wellness tools and tips from leading *Men's Health* editors help people take simple steps to lead a better life, such as making better food choices and staying active. Visitors also can enter a sweepstakes to win a trip to Super Bowl XLIV. The site will be live on September 8, 2009

NFL Partnership

Campbell will continue its successful partnership with the NFL – now in its 12th year – utilizing it in a number of ways to promote the *Chunky* brand:

- In-store, promotional and online activities
- Hall of Famer and *Chunky* fan Troy Aikman will serve as a brand spokesperson to bring the “male meal dilemma” to life from an active dad's perspective. His role will include multiple appearances in *Men's Health* magazine and on www.ChunkySoupGamePlan.com
- The brand also will continue its *Click for Cans* competition, part of the *Campbell's Chunky/NFL Tackling Hunger*[®] program that aims to fight hunger in America by generating food donations to Feeding America food banks and raising awareness about hunger relief

Integrated Marketing Support

The *Chunky* marketing campaign is further supported through:

- In-store and point-of-sale materials at mass and grocery retailers
- Series of FSIs
- Public relations support

The Product

Now 23 *Campbell's Chunky* soups deliver a full serving of vegetables and 100 percent lean meat*.

More than 40 choices of *Chunky* soups, there's an option for everyone, including heart-healthy *Campbell's Chunky Healthy Request*[®] soups with 410 mg of sodium per serving and *Chunky* microwavable bowls.

For more information and/or visuals please contact Sarah Karl at 312.988.2093 or skarl@webershandwick.com.

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*All of the meat in these products is lean. Half cup of vegetables in one cup of soup.