

## Background

Campbell's is an iconic American food company with a long history of making convenient, nourishing products. While the vast majority of our business is driven by established pantry staples, we need to innovate to keep up with the way people eat today. This is a chance to help reinvent the brands' future with innovation that will appeal to a younger generation.

## What is the opportunity we're going after?

Quick, ready-to-go lunch, mid-day snacks or in-between meals, usually eaten alone at home or at work. Our brands already play in this space but we see an opportunity to capture a greater share of these eating occasions as the lines between traditional meals and snacks continue to blur, and as post-covid routines evolve with less in-home cooking. Competition could include anything from packaged soup, frozen meals or leftovers to crackers & humus, fruit or granola bars.

## Who are we trying to engage?

Millennials (25-40) in their 'adulting' phase, trying to balance a growing list of priorities between their career, family and personal well-being. They're forming new routines and looking for convenient food options they can feel good about eating. They're adventurous with food but struggle to plan and prepare meals, especially when they're on their own and strapped for time.

## What insight do we have about them?

*When I'm busy and trying to get through my day, I have a habit of compromising my food choices for convenient options that leave me feeling unsatisfied.*

## What is the core benefit that we want to deliver?

**Who says quick and easy can't be fulfilling?**

## What are the product requirements?

We're looking for original product ideas to expand our portfolio in new ways.

- Open to any ingredients, food forms (not just soup) and packaging (as long as it's shelf-stable).
- Should be ready to eat or simple to prepare – just combine ingredients, add water, heat, etc.
- Consider exciting, multi-cultural or trendy dishes like rice or noodle bowls.
- Concepts can live under either the Campbell's masterbrand or one of our other brands including Chunky (hearty/protein), Pace (Mexican) or Prego (Italian). Open to new sub-brands or other brand partnerships to elevate your idea.

## Deliverables

Please use the template provided and adjust as needed to present your concept (save as PDF).