



FUEL THE SOUPER YOU



## **Fuel The Souper You**

**You are a driven, can-do person with the know-how to get stuff done. You don't need to be bitten by a radioactive spider, infused with Gamma rays, or construct a special iron suit to take on life's daily challenges. Instead you're smart enough to rely on the tasty, nutritious power of Campbell's Chunky Soup to nourish your inner "Souper You." It's more powerful than your normal sources of nourishment. Packed with hunger-slaying protein and vegetables, Chunky helps the Souper You bring it all day, every day. Because making a more nutritious meal choice, helps make you feel invincible. One bowl, is powerful enough to bust hunger and boost your energy – along with your overall sense of well-being. That in turn, empowers you to act heroically and lend a helping hand when it's need. Behold the power of the Souper You!**



Poster





**TVC :30**



Open on a man eating Campbell's Chunky Soup and watching a broadcast about a snowstorm.

**NEWS ANCHOR:** "...last night's storm dropped 8" of snow so be careful out there folks."

**VO (Dramatic 1950s cartoon style announcer):** Every bowl of Campbell's Chunky Soup is packed full of hunger-slaying nutrition to help fuel the Souper You.

Out the window he notices a woman's parked car is stuck in the snow and her wheels are spinning. With a slightly arched eyebrow, he points his spoon upward and dashes out the front door to help her.

**VO:** It's more powerful than your normal sources of nourishment.

He quickly removes the rubber floor mat from inside her car and places it under her front tire for traction. Then he gives the car a firm push helping it get unstuck as she accelerates.

**VO:** Opening up a can of can-do, gives The Souper You lasting energy to get stuff done.

Knowing a hero's work is never done, our Souper hero notices an old man nearby struggling with a frozen car door lock. With another arch of his eye, the man races over to help out. He pours the man's hot coffee on the door's keyhole and uses a lighter to heat the key before opening the frozen lock.

After he finishes, our hero rushes over to help an elderly woman shovel her steps. The old man watches on and remarks to a bystander.

**OLD MAN:** Wow! That guy sure is super.

Cut to a steaming bowl of soup and a can of Campbell's Chunky Soup on a table.

**SUPER:** Fuel The Souper You



### **#FuelTheSouperYou**

To extend the “Fuel The Souper You” campaign to Facebook, Instagram, and Twitter we’ll get people to create user generated content showing why they are so Souper. People will have the chance to have their story turned into online videos or win prizes. We’ll leverage the hashtag **#FuelTheSouperYou** and award cases of soup or movie tickets to a super hero film to those with compelling stories or numerous likes. We’ll encourage people to nominate local Souper Heroes and allow people to vote. Each month, Campbell’s Chunky Soup can designate their Facebook cover photo to be that of a winning local Souper Hero.

### **Turn National Soup Day into National Souper Hero Day**

Since February 4th is National Soup day let’s encourage people to do some good deeds for others around them. We’ll encourage people to document their good deed in photos and videos and share them on social media to win prizes or recognition. A landing page can aggregate photos and videos and document the real time number of good deeds done that day. To garner more user generated content and unpaid publicity from media, we can encourage teams of people to clean up a neglected park, volunteer at a soup kitchen, or conduct a food drive.

### **Souper Hero Name Generator**

Let’s create microsite or page that allows people to enter their first and last name and it will generate a funny Souper Hero nickname, their Souper Power move and favorite soup which they can share on Facebook.