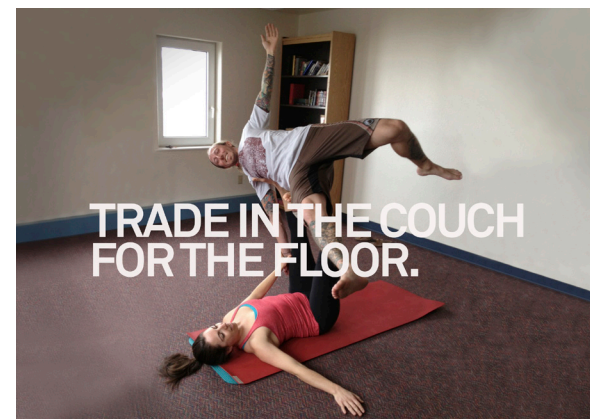
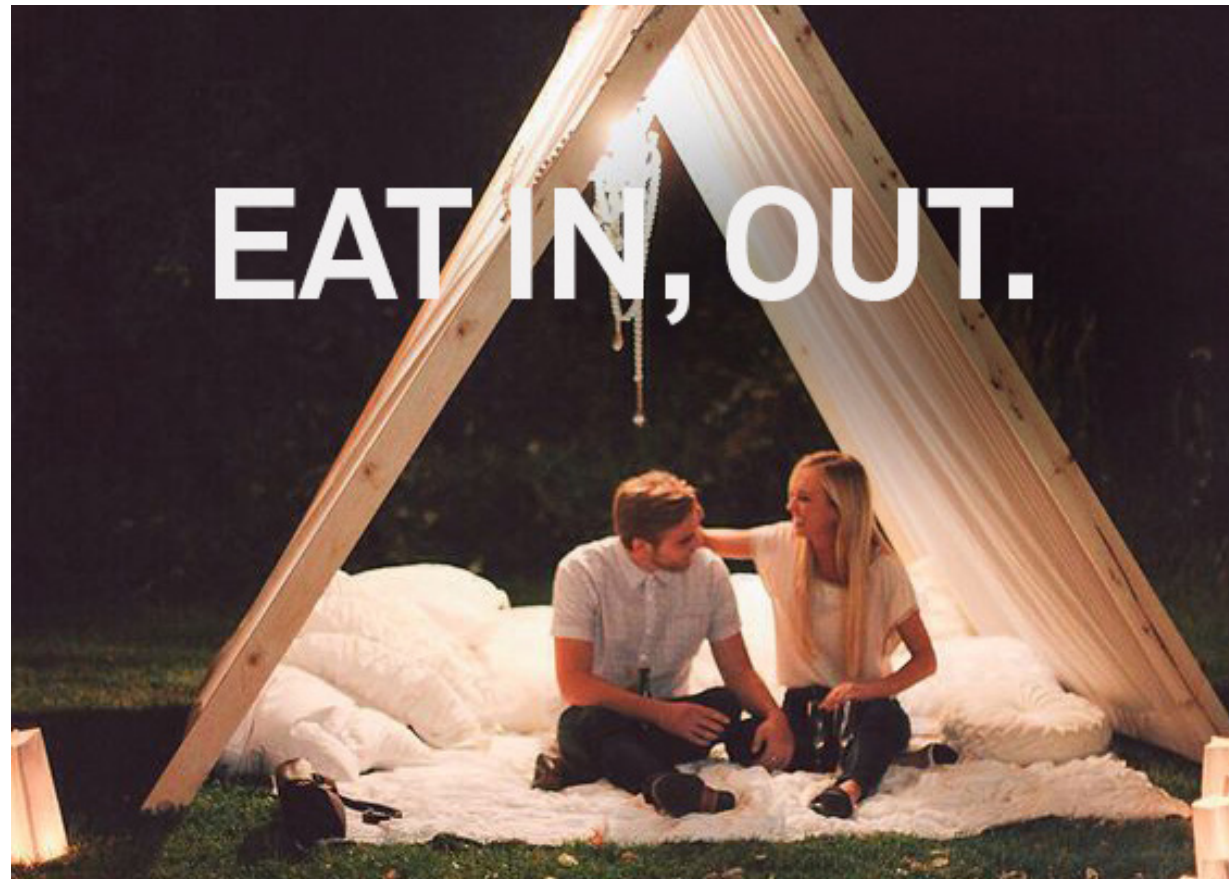


CAMPBELL'S EVERYDAY GOURMET // MAKE IT THE UN-USUAL



People tend to be creatures of habit. Doing what is comfortable. The same thing over and over, night after night. Sitting on the couch in front of the TV eating a rather bland and boring meal.

Let's get people to not only think about their food/dinner choices differently, but their everyday lives as well.

This campaign plays off of the common refrain when ordering food at a restaurant you always frequent, MAKE IT THE USUAL, by putting a twist on it saying, **MAKE IT THE UN-USUAL.**

MAKE IT THE UN-USUAL lets us know that this is not your average soup. It is something that has flavor, texture and ingredients that satisfies both taste buds and the health conscience.

We would film content of couples engaged in UN-USUAL activities centered around their meals and their everyday lives.

Whether it is eating in their backyard under a beautifully lit tent, out on a floating deck on a lake, or giving up the couch and TV for some acro yoga, the style will be real and authentic to reflect not only the food, but how we live our lives in this day and age - capturing and sharing all our moments with the world.

This can run as pre-roll and as content on Instagram and Facebook. It can run as individual vignettes or multiple vignettes that all wrap up with the line, **CAMPBELL'S EVERYDAY GOURMET. TONIGHT, MAKE IT THE UN-USUAL. ELEVATE YOUR DINNER.**

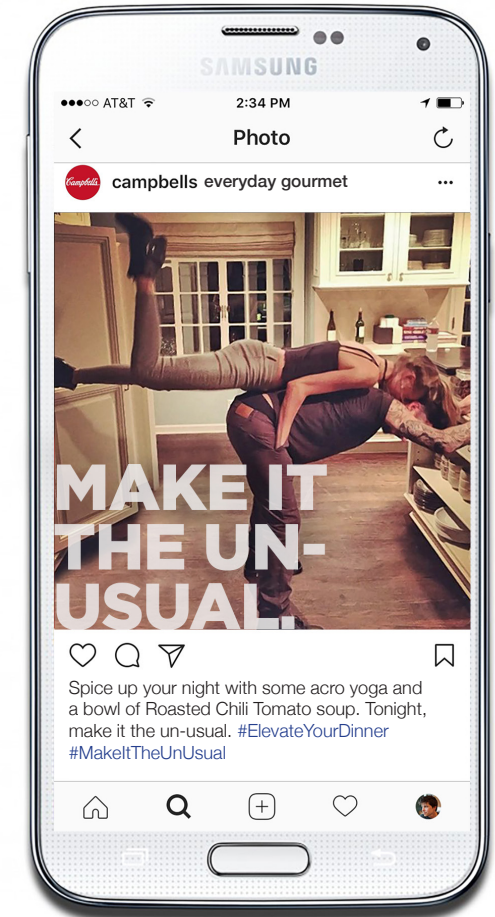
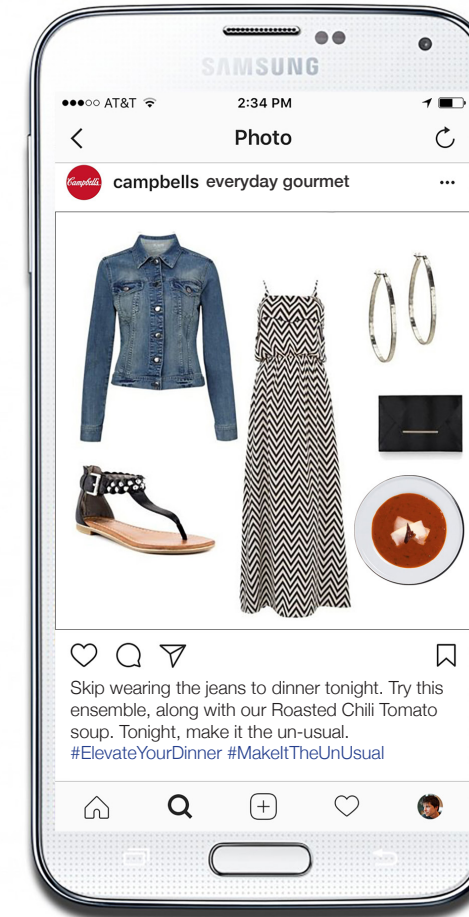
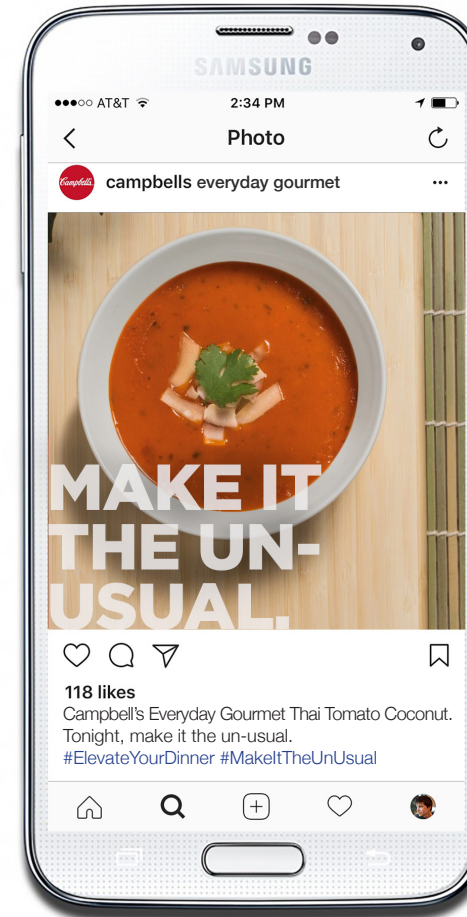
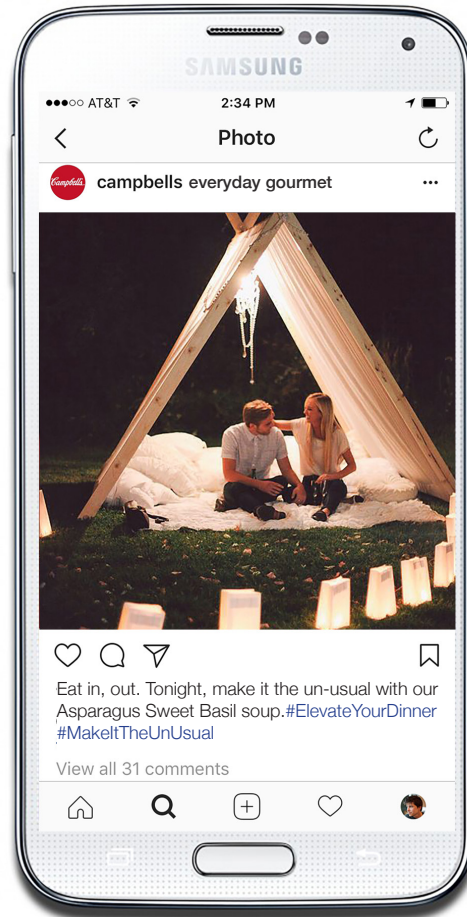
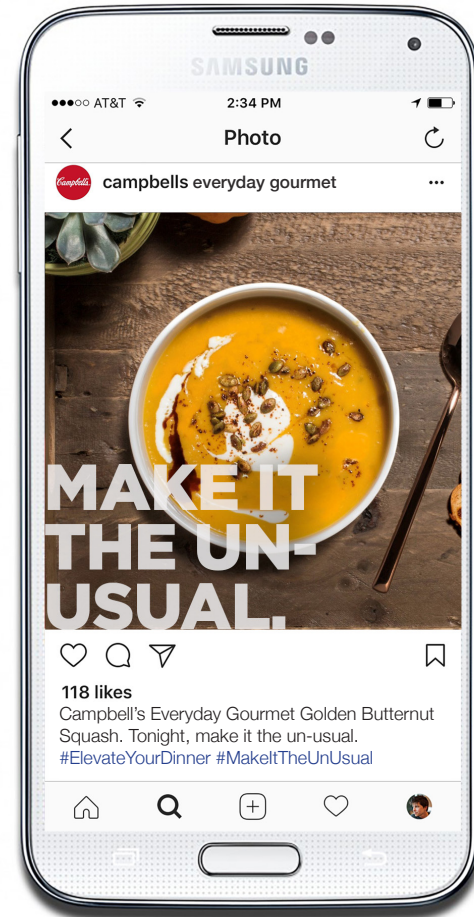
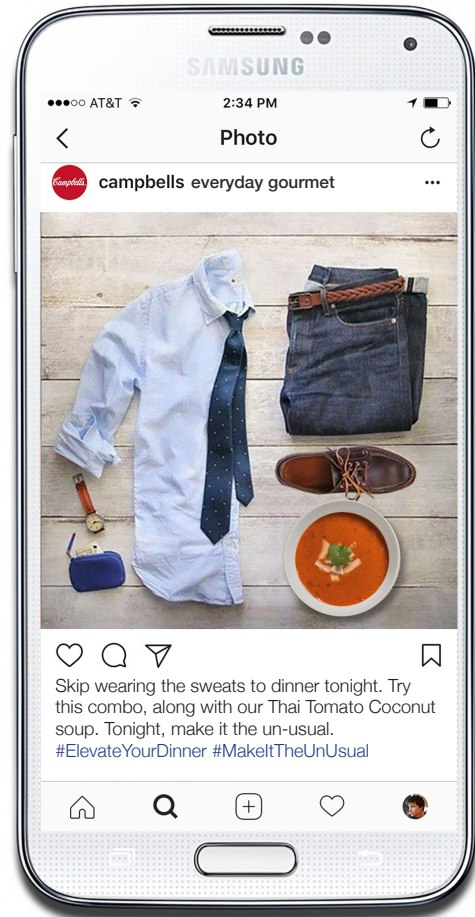
We would also create a program that would run on Campbell's Instagram and Facebook pages that we'll call, **365 NIGHTS of the UN-USUAL.**

This will be a year long project where every day Campbell's posts UN-USUAL activities or suggestions that people could try out that will help them break their usual habits.

For example, we suggest one night getting dressed up for dinner instead of showing up to the table in the same old sweatpants and T-shirt. Thus stepping outside of what we usually do in our life and experiencing something different. The line would read, **"Skip wearing the sweats to dinner tonight. Try this combo, along with our Thai Tomato Coconut soup. Tonight, make it the un-usual."**

Or we see a couple doing acro yoga together with a simple message saying, **"Spice up your night with some acro yoga and a bowl of Roasted Chili Tomato soup. Tonight, make it the un-usual."**

CAMPBELL'S EVERYDAY GOURMET // MAKE IT THE UN-USUAL // 365 NIGHTS OF THE UN-USUAL



Thank you for your time and consideration.