



#GoodGuysCan

Good guys do good stuff. Often, the acts of kindness they perform day in and day out go unnoticed. Because it's not about the attention; it's just about doing the right thing. This is what this new campaign, #GoodGuysCan, is all about. Chunky's has an opportunity to associate itself with and celebrate, encourage, and empower the good guys out there in Canada who desire to fuel themselves with great meals to be even better individuals during their busy lives.

#GoodGuysCan will highlight every day actions that seem small but speak volumes of a man's character. This campaign has the legs to expand into the experiential, digital and social mediums for optimal consumer interaction and return on investment.





The Netflix Binge

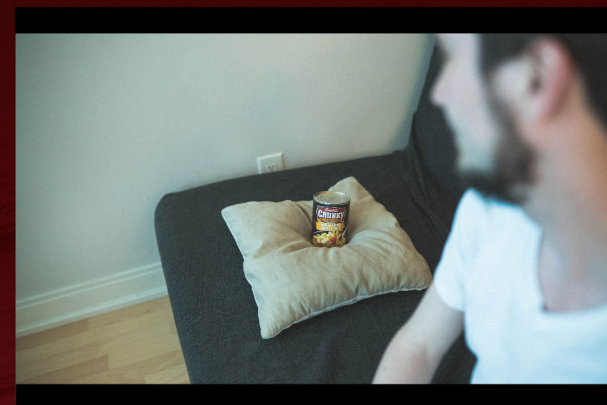
Each 30 second television spot will take the viewer on a journey of the small but relevant gestures guys perform. In this case, Joe is tempted to keep watching a series he and his girlfriend have been watching together, and gets a helping hand from a friend.



Joe says goodbye to Sara, a girl he's recently started to date. They share a sweet goodbye moment together before he closes the door behind him.



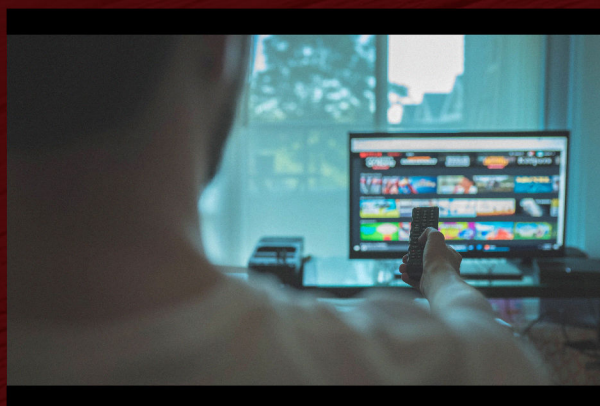
Joe plops onto the couch with a sigh and grabs the remote. He's very tempted to keep watching the next episode of the series he and Sara are watching.



Unsure of whether he should 'cheat' on Sara by skipping forward in the season, he turns over and looks down to a can of Chunky's Chicken Noodle Soup that is sitting beside him on a pillow, as if asking it for advice.



The close-up shot of the can sitting on pillow instills a sense of wisdom and knowing. It seems to emanate it's the answer to Joe's predicament.



Making his decision, Joe presses, "Back to browse." To find something else to watch. He's decided to be a good guy and wait for the next time to keep watching the show.



The SUPER is imposed over Joe satisfied with his decision, sitting next to the can of Chunky's. The SUPER reads #GoodGuysCan.



Let Him Through

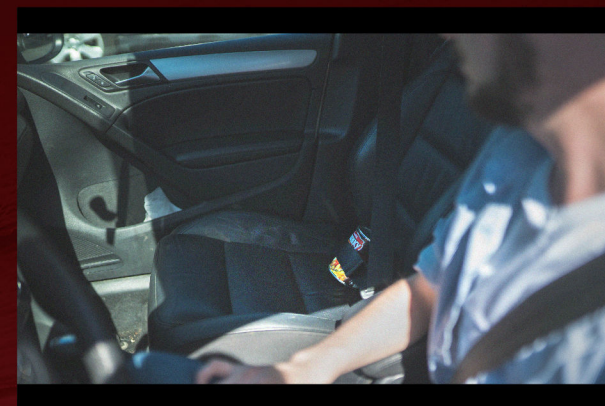
This 30 second spot shows Joe who is stuck in gridlock traffic. It's a hot day and cars are honking – it's a frustrating drive home from work. A car who had accidentally taken the wrong exit is trying to merge back onto the highway, and Joe is torn between letting him pass or not.



The establishing frame opens on total gridlock. It's chaos. A car is desperately trying to merge in front of Joe's car.



Joe, already annoyed at the snail pace of traffic, grows agitated at the audacity of this driver.



He looks down to his passenger, a can of Chunky's sitting beside him seatbelted, as if seeking guidance.



The close-up shot of the can strapped in instills a sense of wisdom and knowing. It seems to emanate it's answer to Joe's predicament.



Joe waves the driver in even as car honks grow louder.



Joe takes a deep breath. He is satisfied with his small act of kindness. The SUPER reads #GoodGuysCan.



Print Campaign

Each poster signifies a golden can (part of the social media campaign) as an award that goes to the guys that have done something considerate. The ads wi



This award goes to:

The guy who cleaned out the office fridge because no one else would dare.

#GoodGuysCan



This award goes to:

The guy who had a meaningful conversation on Tinder.

#GoodGuysCan



This award goes to:

The guy that doesn't eat cookies but bought 3 boxes to support the girl guides.

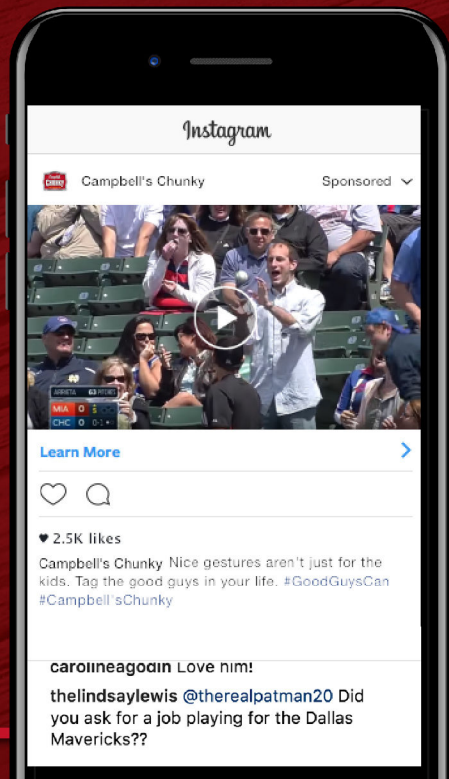
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Social Media Campaign

Chunky's will upload relevant and fun content on all their social media. Each post will showcase a picture or video of a good guy moment taken from viral trends with a call to action to "tag a good guy in your life". The call to action will send users to a unique microsite where they can nominate and send a limited edition Chunky can trophy.



Good Guy Of The Year

The individual will be contacted and invited to be featured as Chunky's Good Guy Of The Year on all social media. His good deeds and story will be highlighted and shared with the entire Chunky's community. The contest will be an annual event.

