

# RELATIONSHIP RESCUE



## OBJECTIVE:

Significantly increase awareness of Campbell's Everyday Gourmet to get non-users to consider our soup when preparing 'dinner for two'.

## PROBLEM:

Cooking is one of the top activities couples can do to strengthen the relationship. However, it is also an activity that can easily lead to a small fight between couples which then causes a chain reaction of arguments often regarding trivial matters such as:

- Trying to decide what to eat?
- Whose turn is it to do the dishes?
- Who is feeding the dog/cat?
- Whose turn is it to throw out the trash?
- Who forgot to pick up the bottle of wine?
- Who left the moldy cheese in the fridge?
- The list goes on...

## IDEA:

Campbell's Every Gourmet presents, "The Relationship Rescue". A digital campaign that will put an end to bickering at mealtimes once and for all.

## HOW?

Every morning, Campbell's will post one unique task or challenge on their Facebook wall for the couples. Between you and your partner, whoever shares that post on their wall FIRST will determine who is responsible to complete the task.



↓ WHEN POST GETS SHARED ↓

