

# CHEAT 'EM WITH

Campbell's  
EVERYDAY  
GOURMET

## Challenge

Create a digital campaign which increase awareness of Campbell's Everyday Gourmet to get non-users to consider the soups when preparing 'dinner for two'. Elevate your dinner with Campbell's everyday Gourmet is the most important message. The idea should be noticed or maybe even spread.

## Idea

Everyday Gourmet is full of fresh ingredients, rich flavours and has thick textures. Men would truly believe it's freshly prepared. This is the basis what we put to the test. We gonna cheat them with Everyday Gourmet, and go even a little bit further...

Relationship pranks are popular, but honestly; men perform better.

Time to elevate the dinner from another perspective with a little 'women's bluffing rumour'.

Everyday Gourmet has all the (fresh) ingredients "to cheat" on their partner. That's why we challenge 100 women from different states to sell the 'self-made-story' to their partners. If they prank well and *if the partner buy's the story... Campbell's buy them Gourmet Everyday!* (for a week).

## A conceivable, well executed scenario

We look at a table of an usual evening dinner situation.

Women: "Here you go... fresh prepared, self-made tomato basil soup. Pfff... cost me some hours, but hey, think it's totally worth it..."

Alex: "Serious, fresh? mmm... it's very good, you've did a great job dear!"

The couple discusses the day, and the woman is waiting for the right moment.

Woman: "Alex, I wanna talk about something and I think you don't gonna like it.

Alex: (looks very surprised and feels powerless in every vain he has) "Okay, what is this?"

Woman: "I really wanted to tell you before, but..." (woman looks away to find the words)

Alex: (more afraid than a second ago)

Woman: "I'm cheating on you"

Silence... (woman looks at her "delicious" soup... mind-laughing)

Alex: What!!! You're fucking cheating on me? How? How long? With the fuck Who?

Woman: Oh... no... I mean the soup... the soup isn't self-made, it's the new Campbell's from pack!

Woman: Mmm delicious, isn't it?

## Online

We swing a smooth candid-compilation on the internet from all candid's that really really rocked and drop a landing page. On this page, you will see the "candidfilm" and hopefully some same homemade pranks inspired by Campbell's. Here you can also get your coupon and read some tips to sell your self-made-story at home.

To attract the right audience group we activate some banners of tasteful Everyday Gourmet soup plates on all kinds of health and fashion sites. We combine them with triggering headlines referring to the cheatings. 'I have to tell you something' or just 'See how to (really) elevate your diner'. If you proceed clicking you see the candid continuation on the landing page.

Extra: Instore we give a fresh mini tomato or a mini potato as incentive for convincing partners!

## Why good

- We put the product values of Everyday Gourmet to the test.
- Devidable potency and likeable
- Target group attraction
- If the video rocks women get triggered to try Everyday Gourmet
- Fits perfectly to 'Elevate your dinner'

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SEE HOW  
TO REALLY  
ELEVATE  
DINNER



The screenshot shows a web browser window with the URL [www.elevateyoureveryday.com](http://www.elevateyoureveryday.com). The page features the Campbell's EVERYDAY GOURMET logo in a red box at the top right. Below the logo is a video frame showing a woman in a purple top eating from a white bowl of soup. At the bottom of the page, three boxes of Campbell's soup are displayed: Tomato Basil Bisque, Thai Tomato Coconut, and Golden Butternut Squash. To the right of the product images, the text reads: "A bold soup with some really fresh reactions".

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really fresh reactions