

Life Warriors

Campbell's Chunky Soup makes you a warrior in life so you can "Slay Your Day."



When you eat Campbell's Chunky soup you have the energy to feel better and do better in your work, and in your daily life—hence, you become like "Warrior" in life who's ready to "Slay Your Day." Let's play into the idea of "Warriors."

We'll create a humorous campaign that places fantasy-like warriors into everyday blue-collar work and life situations—like construction sites, car manufacturing plants, etc—and then convey how YES, these "warriors" are tough, but the REAL warriors are the regular blue-collar guys who eat Campbell's Chunky Soup and thus "Slay Life," (because the soup gives them the energy to do so).

(See Two TV Examples Below)

Knight :30

Open in a car manufacturing plant. We see lots of workers engaged in the manufacturing process.

Suddenly we see the very odd side of a completely armored knight riding a horse along side the manufacturing line. Workers look up to get a glimpse of this odd site.

VO: This is Sir Nostros of House Ferrellian.

VO: He's a warrior.

We see as the knight draws his sword and strikes one of the cars that's being assembled—sparks fly as he does.

Cut to another worker who's holding a bowl of Campbell's chunky soup—he just witnessed this odd scene.

VO: This is Jeff.

VO: He's a warrior too, because he eats Campbell's Chunky Soup which gives him the energy to knock out his daily quota, and still spend quality time with his daughter later.

Cut to Jeff in an outside neighborhood location. We see as he's shooting hoops with his daughter. Suddenly we hear a horse galloping up, then cut to Sir Nostros charging down the street. He draws his sword, strikes a parked car, and again we see sparks fly as he keeps riding. Jeff and his daughter cringe.

VO: Slay your day with Campbell's Chunky Soup.

Cut to art card featuring a Campbell's Chunky Soup can.

Super: Slay The Day.

Thorax :30

Open on street construction workers working on a busy urban city street. We see a guy with a hard hat drilling into the street.

Suddenly an extremely huge man in warrior gear, and a very large hammer, walks into the scene. He lifts his hammer, and then with magnificent force thrusts it towards the ground and crushes a large hole into the street. We see as people are awkwardly staring at him.

VO: This is Thorax.

VO: He's a warrior.

Suddenly Thorax lifts the hammer and roars ferociously toward the sky. As Thorax is still roaring, we cut to the regular worker holding a can of Campbell's Chunky Soup and a spoon.

VO: This is Dan.

VO: He's a warrior too, because he eats Campbell's Chunky Soup which gives him the energy he needs to knock out a hard day's work, and still be his best on that date he's been planning.

Cut to Dan in a restaurant sitting at a table with an attractive woman. We can see he's on top of his game.

He looks over and sees Thorax sitting at another table, also with a date. Dan kind-of nods to acknowledge him. Thorax again lifts his hammer into the air and again shouts a loud roar into the air--people around the restaurant awkwardly stare at him.

VO: Slay your day with Campbell's Chunky Soup.

Cut to art card featuring a Campbell's Chunky Soup can.

Super: Slay The Day.

Digital/Social Ideas

Below are a few digital/social ideas that can help this “Life Warriors” campaign come to life beyond TV.

Warrior-ize Yourself (digital/social app)

We’ll create a fun digital app that allows people to upload their picture and “Warrior-ize” themselves—i.e., the app will generate a pic that turns them into funny-looking mythical warriors.

People could then share these humorous images via Facebook, Instagram, etc.

Dress up like a Warrior Day.

We’ll create a real day where we ask people to dress like the warrior that they truly are (to work, in their daily life, etc.).

And to help generate participation in such an event, we’ll ask people to share the pics of themselves in their costumes with us via social media, and then we’ll offer awards for the best warrior costumes. (Awards could include a year’s supply of Campbell’s Chunky Soup).

Slay Support (Social Stunt)

People often feel low energy at work or during their day-to-day activities. Hence, lets help them “Slay their Day” in a fun and press-worthy way.

In a city like Toronto we’ll create a “Slay Support Hotline” that people can call or tweet, and when they do, a real Chunky-branded delivery truck will show up to their location, and deliver them a free can of Campbell’s Chunky Soup—to help them “slay their day.”

We’ll also document this, and share these fun deliver stories via social media.

“Warrior of The Month”

Each month we’ll select a real guy to be “Warrior of The Month”—i.e., someone who’s being their best self despite life’s challenges.

We’ll really go to this persons work/home/etc, and award him a real “Warrior of The Month” trophy, and a bunch of Campbell’s Chunky Soup. We’ll document this, and share via social media.