

BIG IDEA: CHOOSE INSPIRED

It's a proven fact that too much routine quells the ability to think freely and creatively. The discipline of a modern, healthy routine can sometimes be at odds with our desire to experiment, express individuality and creativity, and experience new things. Small, everyday choices to change a part of our routine allow us to achieve goals while enjoying a richer more vibrant quality of life. What parts of our everyday routine can we switch up from time to time, that allow us to connect with our adventurous side?

Everyday Gourmet is the answer for your audience at dinner time, offering a rich, textural, flavorful experience that brings an inspired flavor to dinner. It does this while doing what many gourmet options can't - providing wholesome ingredients that satisfy the modern health conscious diet.

While even the most delicious soup may not bring about a personal awakening - choosing Campbell's Everyday Gourmet to create an inspired meal, might just be the catalyst for other small changes to an everyday routine so that your audience can connect with their inner free-thinking and creative maven.

With these insights in mind, we're asking consumers to change their routine and choose an inspired dinner in the form of Campbell's Everyday Gourmet, with this choice serving as the catalyst for a more free, creative, inspired life.



THE CHOOSE INSPIRED CHALLENGE

SOCIAL VIDEO

Selected from your core audience, Campbell's would follow the daily routine of a few health conscious women who feel that in trying to sustain a balanced life, they've missed out on living an inspired life. After observing their daily routine, including their healthy but bland dinner preparation, Campbell's would give each woman a list of small challenges throughout the week to help them live a more inspired life. A few example challenges could include:

- Spend time outside
- Pay for someone else's coffee
- Wear a bold outfit to work
- Call someone you've lost touch with

The challenge would also include substituting a part of their daily dinner routine with one of Campbell's Everyday Gourmet soups, paired with a few tasty and healthy additions. At the end of the video, each woman would be interviewed to talk about the way choosing to engage in these small acts of disruption helped them live a more inspired life over the course of the week.

This concept would be in the form of a short, documentary-style video that would be easily shareable on social media with the potential to achieve virality. This video could also serve as an authentic way to connect with your ideal consumer. Seeing the inspirational story of these women could be an invitation for others to share their stories of little inspirations, as well.

ENDLESS EXECUTIONS

While we presented our primary execution as an idea for social video, the "Choose Inspired" idea can extend into a multitude of product-focused executions, as well.

The image on the right showcases rough art direction that elevates the color, texture, and vibrancy of the product against a muted or black and white dinner table.

One potential message is to ask your audience to "make dinner an inspired occasion" and offer a more focused CTA centered around the coupon.

