



“Full Circle” 1:00 Video Concept

The first video of the campaign does a beautiful job of conveying the concept of unity between various nations and cultures by demonstrating a common enjoyment of soup. I believe a natural progression for the campaign would be to next portray a bridge of class division with the mutual enjoyment of soup, in a touching and optimistic way.

Soup is enjoyed by the old and the young, the rich and those in need, in upscale restaurants and soup kitchens alike.

In this video, soup acts as a catalyst for inspiration, motivation, happiness, and friendship. As these are universal concepts, they are simply communicated without the use of any audible dialogue.

The story is told in a full-circle format, tying into the symbolism used in Campbell's branding. It is an uplifting story that reveals universal truths about humanity--the power of opportunity, followed by hard work, and the truth that, rich or poor, we all need each other in some way.

It encourages discussion on timely topics regarding class division and opportunity. I believe it could leave a lasting impression that soup can act as nourishment for both the body and the soul, while giving Campbell's the humanitarian reputation that will win over millennials. It would work well in tandem with a non-profit partnership--particularly a reputable non-profit that works to break the cycle of poverty.

1 INT. NIGHT UPSCALE RESTAURANT 1

A man in a suit (man #1), sits at his table, as a waiter carries him a bowl of soup. He smiles and thanks the waiter, then slowly takes his first spoonful and savors it.

2 EXT DAYTIME 2

Man #1, now in street clothes, approaches the door of a soup kitchen and enters.

3 INT SOUP KITCHEN 3

Man #1 smiles as he serves soup to a line of people that resembles the soup served in the first scene.

One homeless man (Man #2) sits down to eat his soup; as he does, a look of deep satisfaction appears on his face, followed by sudden inspiration.

He approaches a woman managing volunteers, asking her questions. She smiles and brings him into the back of the kitchen, where a cook is preparing the soup. She gestures an introduction between the man and the cook, then walks away.

4 INT BACK OF SOUP KITCHEN 4

Man #2, now dressed as a cook, prepares ingredients for the soup, as the cook supervises.

5 INT BACK OF SOUP KITCHEN 5

Man #2 now prepares ingredients for the soup unsupervised.

The cook passes by and gives him a nod of approval.

6 INT KITCHEN OF UPSCALE RESTAURANT 6

Man #2, now in a chef's uniform, dips a spoon into a large pot of soup and tastes it, giving a nod of approval to the sous chef. The sous chef pours the soup into a bowl and sets it down onto a counter. A waiter picks the soup up from off the counter and carries it through the dining room, placing it in front of Man #1, who smiles and thanks him. Man #1 tastes the soup and his expression hints at an elevated degree of enjoyment. Man #2 makes his way to the man's table alongside the man's waiter (presumably responding to a request). Man #1 stands and shakes Man #2's hand, telling him how much he enjoyed the soup.

"We all soup" appears in white text in the foreground, followed by the Campbell's logo, while the two men exchange pleasantries in the background.