

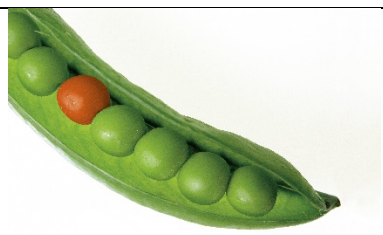



1 - Description


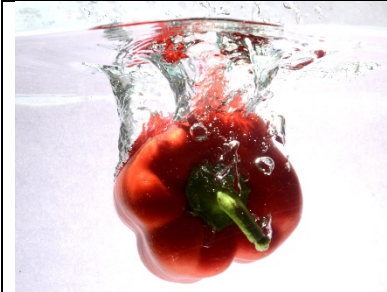


The concept is, following the “We all soup” slogan and motto, showing viewers that as human beings we all share some common feelings and desires. But the visual component of the message, this time is made up of vegetables, representing each of the situations.

It also acts like a teaser, only in the end we realize we are in fact watching an ad about soup, especially when we talk about all the vegetables coming together as one.

It aims to cause curiosity, with a bit of humour, at the same time that it passes the message of the things we all share. The situations below, are all things that millennials can relate to – expressing individualism, accepting diversity, etc The images below are merely examples, but they are all free for commercial use.

2 - Representation

Image/shot	Spoken text	Written text
White background with red letters	In our big, diverse world, there are some things that unite us	In our big, diverse world, there are some things that unite us
	We all like to express our individuality, stand out from the crowd	STAND OUT from the crowd
	We all like when others accept us just the way we are	Accept us JUST THE WAY WE ARE
	We all like to feel comfortable enough to show who we are on the inside	Comfortable to show WHO WE ARE on the inside
	We all like to hang with the gang	THE GANG

		<p>We all like to find a special friend</p>	<p>SPECIAL FRIEND</p>
		<p>And we all have the desire to free ourselves to be a part of something bigger than us</p>	<p>FREE ourselves and be a part of SOMETHING BIGGER THAN US</p>
		<p>Something that makes us come together</p>	<p>COME TOGETHER</p>
		<p>Despite all our differences</p>	<p>Despite ALL OUR DIFFERENCES</p>
		<p>And be a part of something greater than each of us combined</p>	
<p>There is a zoom out after the hand puts the finishing touches on the bowls, and we see a lot of friends each one carrying their bowl to their spot on the table, each one from a different culture, gathering around a big table, smiling, talking and having soup.</p>		<p>Something that makes us realize that we share so much that we are, in fact, all one part of a big family</p>	
<p>Red background, white Campbell's We All Soup logo</p>		<p>We all soup</p>	