

Campbell's®

UNITING PEOPLE

A pitch by German Mairén

THE INSIGHT

When I was young, my father always said to me “we all have a plate of soup for those who have nothing”. Later on I found out it was something everybody of his age said, because that was a generation that lived a civil war and solidarity helped people to stay together and survive those times. That sentence simply meant that even in hard times, we have to think in those that are suffering more than us and try to help them.

Today we are not in war, but these are difficult times for a lot of people, and solidarity is needed.

THE IDEA

In my country there are a lot of restaurants that have something called “paid dinner”. Essentially means that anyone that goes to that restaurant can leave the prize of a meal for the following person, in case that person can't allow to pay it. It's like inviting to dinner to a person that can not afford a menu. And you don't know who that person will be.

I will make a video around this idea: we see a restaurant with a poster at the door saying that they have “paid soup”. The video will be a chain of people having a dinner and paying double, so they invite people can not afford it, to a plate of soup. There will be different types of people, so we see that when the “inviting person” is leaving the restaurant, the “future invited” one, is entering. They will look each other, because even when they don't know they have that connection, they feel connected anyway. They feel part of something good. One young student boy “invites” to an old man, a couple invites to a mother and her son, etc..

I think this video will work as a metaphor for connection between people, because soup is the only meal that really unites people: we all relate it to feeling warm and safe. Because no matter who you are, we all belong.

CAMPBELLS: UNITING PEOPLE

Written by

German Mairén

RESTAURANT OUTDOORS. NIGHT, COLD WINTER

We see a restaurant outdoors. It a beautiful place, very cozy. Then we see a closeup of the window. There is poster saying: "paid soup"

Then we start hearing a voiceover. It's the voice from the restaurant owner. We see him doing some things at the restaurant as we hear his voice. There are people dinning and he seems to be very busy.

OWNER

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We see some shots from the restaurant, there are a lot of pictures and some of them show the father of the owner, that established the restaurant almost 50 years ago.

OWNER

Today we are not in war, but these are hard times for a lot of people, and solidarity is needed. That's why we have the paid soup: anyone can pay his dinner and a plate of soup for someone that comes to the restaurant and can't afford it. For me there is nothing more touching than seeing people paying a plate of soup to a stranger, no matter who. We all belong.

As we hear the voiceover, we see different people, paying his bill, the paid soup (there is a box for that) and leaving the place. As they leave, we can see the people that is going to use the "paid soup", so they exchange glances: even when they don't know they are connected, they feel that connection. It's just a second. We see One young student leaving as an old man enters and eats a soup, a couple leaving as a mother and her son are entering and later they eat the soup, etc..

OWNER

is like witnessing a miracle several times a day, everyday.