



MR. GOOD

Gary Turner & Alex Shapowal

SYNOPSIS

With wholesome vegetables and proper chunky hunks of meat.
Campbell's Chunky soup is packed full of goodness. It's all good.
So who better to tell everyone, than the good-est-est man in Canada.
Let's find him...

THE COMPETITION

We invite real men from all over Canada, via social media, to send us *audition tapes* to compete to be crowned Campbell's Chunky, Mr. Good 2017.

All they have to do is tell us 3 things:

- 1: Who they are.
- 2: Their favourite flavour of Campbell's Chunky Soup.
- 3: What makes them so good.

We then use these entrants in our commercials.

TV 30": Brett Walsh

This commercial would feature real footage sent to us by one of the contestants.

The footage begins with a guy standing in front of a book shelf.

Hey, the names Brett Walsh, he says. I'm a Computer Analyst from Saskatoon.

My favourite Campbell's Chunky Soup is the Chicken and Noodle.

And what makes me so damn good is that I can build stuff like these shelves here.

I've also read all these books too, well some of them... ok they're my wife's.

Cut to an endframe featuring a can of Campbell's Chunky Soup next to a bowl of delicious Chicken & Noodle. We notice the chunky pieces of Chicken and succulent noodles.

**VO: GOOD ENOUGH TO BE CAMPBELL'S CHUNKY, MR. GOOD?
CAST YOUR VOTE AT MR.GOOD.COM.**

SUPER: CAMPBELL'S CHUNKY SOUP. IT'S ALL GOOD.



TV 30": Nick Hoag

This commercial would feature real footage sent to us by one of the contestants.

The footage begins with a guy standing in front of a truck full of logs.

Nick Hoag here, but my friends call me Pete, he says.

I'm a Logger from up here in Yellowknife.

My favourite Campbell's Chunky Soup is the Chilli Mac.

And I guess what makes me so good is the fact that I cut wood and I look good, boom.

Cut to an endframe featuring a can of Campbell's Chunky Soup next to a bowl of delicious Chilli Mac. We notice the chunky bits of beef and delicious macaroni.

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PRESS

The press campaign would feature our best entrants and their reasons why they believe they should be crowned Campbell's Chunky, Mr. Good 2017.



*I'm good with words
and stuff.* Doug. Toronto

Good enough to be
Campbell's Chunky
Mr Good 2017?

Vote at
MrGood.com

IT'S ALL GOOD

T.O.V REF:

**For this campaign we would use real Canadian men,
uncast and unscripted.**

**Please copy the link below for a good example and try to
ignore the fact that it's an 80's dating video montage ;)**

<https://www.youtube.com/watch?v=0bomkgXeDkE>

