



**FUELS GOOD**

Gary Turner & Alex Shapowal

# SYNOPSIS

There's so much wholesome goodness packed *in*  
to Campbell's Chunky Soup, that it brings *out*  
the good in everyone...  
even the baddest dudes on the planet.

# TV 30”: MOBSTERS

We open on a mafia den.

We see Tony, the big boss, enjoying a bowl of delicious Campbell’s Chunky Soup at his desk.

We then see Mike, an average looking guy in his 30’s, as he’s led into the room by two muscular bouncers.

Mike looks worried, he’s obviously done something wrong.

**Look, Tony, I know I’ve messed up before with that whole snitch thing, and that business in Mexico, but I assure you, I had no idea Rosie was your sister,** says Mike, pleadingly.

Tony says nothing as he continues to enjoy his soup. We notice the tasty Spicy Chicken Quesadilla pieces on each spoonful.

We then see Tony finish his soup and stare directly at Mike.

We think Mike’s about to get whacked. But instead, something peculiar happens.

**I couldn’t... be happier for you guys,** replies Tony happily.

We see Mike smile back at Tony in complete disbelief as they shake hands.

Cut to a product shot featuring a can of Spicy Chicken Quesadilla soup.

**VO: DELICIOUSLY WHOLESOME CAMPBELL’S CHUNKY SOUP. FUELS GOOD.**

**SUPER: FUELS GOOD.**

We cut back to see Tony standing with his arm lovingly around Mike.

**What business in Mexico?** asks Tony.

Mike gulps.



# TV 30'': INMATES

We open on a busy Prison canteen.

It's lunchtime and all the mean looking inmates are tucking into bowls of delicious Campbell's Chunky Soup.

We cut to Kevin, an average looking guy in his 30's, stood opposite a terrifyingly big Prison Chef.

The Chef pours Kevin some soup. We notice the big, succulent, pieces of Chicken and tasty noodles, as the soup's ladled into the bowl.

Kevin nervously carries his soup over to a table, we get the feeling it's his first day. He sits down next to Butch, a huge bald headed, muscular man. As Kevin attempts to pick up his spoon, he accidentally nudges Butch, causing him to spill his soup down his shirt.

Butch turns and stares straight at Kevin.

We think this might be Kevin's last day as well as his first. But instead, something peculiar happens.

**Don't worry about it,** replies Butch in a polite voice. **These things happen.**

Kevin smiles back at Butch in complete disbelief.

Cut to a product shot featuring a can of Chicken Noodle Soup.

**VO: DELICIOUSLY WHOLESOME CAMPBELL'S CHUNKY SOUP. FUELS GOOD.**

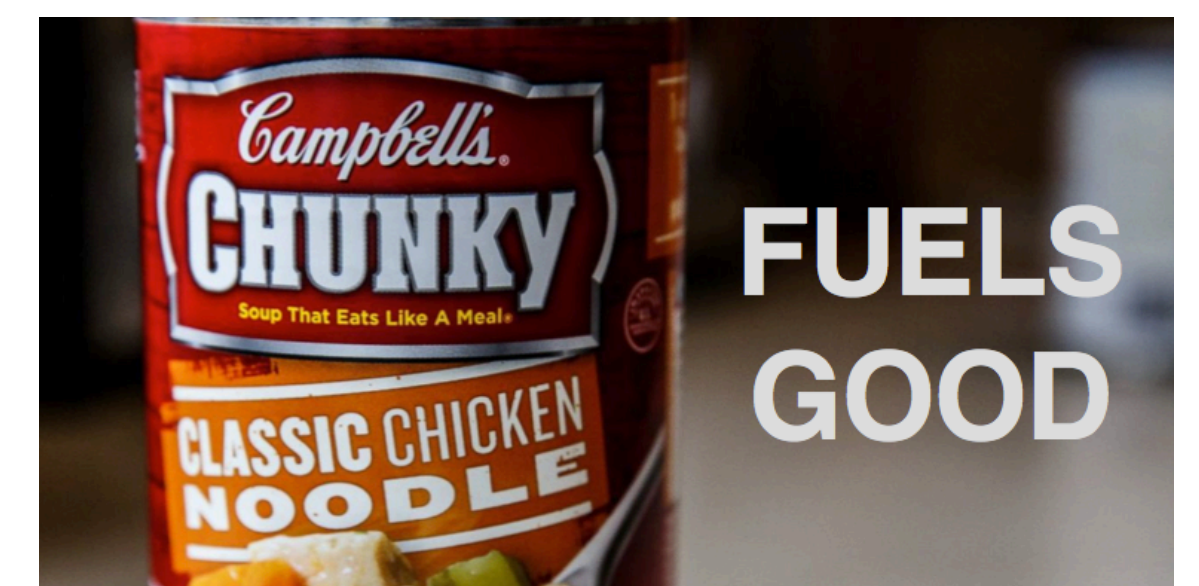
**SUPER: FUELS GOOD.**

We cut back to see another massive guy walk straight over to Kevin and slam his hand down on the table.

**First day?** he asks.

Kevin looks up at him terrified and nods his head.

**We've all been there,** he replies politely. **I'm Snake, pleased to meet you.**



# PRESS

The press campaign would feature tough looking bad guys doing good. Be it a gang member helping a cop change a flat tyre on his squad car, a Hell's Angel rescuing a kitten from a tree or a Rapper doing a bit of dusting around the house for his Grandma.



*Campbell's*  
**CHUNKY**  
Soup That Eats Like A Meal  
**CHILI MAC**  
BEANS, MACARONI PASTA & MEAT

**FUELS GOOD**

## ONLINE: #FUELS GOOD

The online campaign would feature celebrity bad guys doing surprisingly good things. It could be 50 cent announcing that he's to play series of gigs at old folk's homes, the creators of South Park releasing news of their new musical about the importance of friendship and forgiveness or Pierce Morgan tweeting his sincere apologies to all the people he may have offended over the years.

