



Brand Campaign

A dark, moody photograph of a wooden table. In the upper left, a crushed metal can lies on its side. In the upper right, a white bowl is partially visible, containing a spoon and some green herbs. In the lower left, a piece of bread is visible. The background is a dark, textured wooden surface.

There are two types of stuffed: regular old full-o-food stuffed, and good stuffed.

Good stuffed is kind of hearty full that makes you feel energized, nourished, and the best possible version of yourself. The one that makes you throw your bowl on the ground, jump on your desk and do a backflip (assuming you can do a backflip).

Good stuffed is exactly what Campbell's Chunky is, too. Filled with fresh, natural ingredients in a can with no wasted space.

In fact, Campbell's made its soups good stuffed so you could feel good stuffed.

So what are you doing with that other empty meal? **Get good stuffed. Get Chunky.**



Good Stuffed

**TV:
GOOD STUFFED :30**

Open on a backyard BBQ. The camera tracks down a long picnic table full of food.

VO: Anything can make you stuffed, but only Campbell's Chunky can make you GOOD stuffed. Look! Stuffed.

At the end of a table is a guy holding his stomach, uncomfortably full.

VO: Good stuffed!

Cut to a guy doing pull-ups at the gym.

VO: Stuffed...

Cut to a guy at his cubicle surrounded by chicken wing bones. His phone rings but he's too comatose to reach for it.

VO: GOOD STUFFED!

Cut to a guy climbing up the side of a mountain.

VO: Oh he is stuffed....

Cut to a guy crying because he literally can't fit through the door.

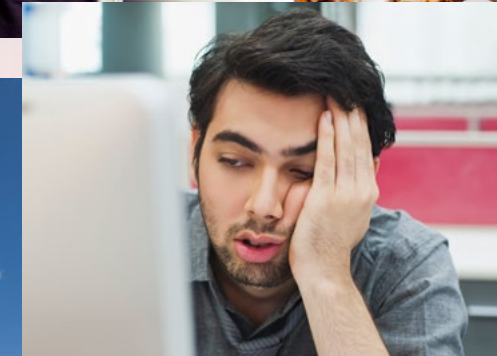
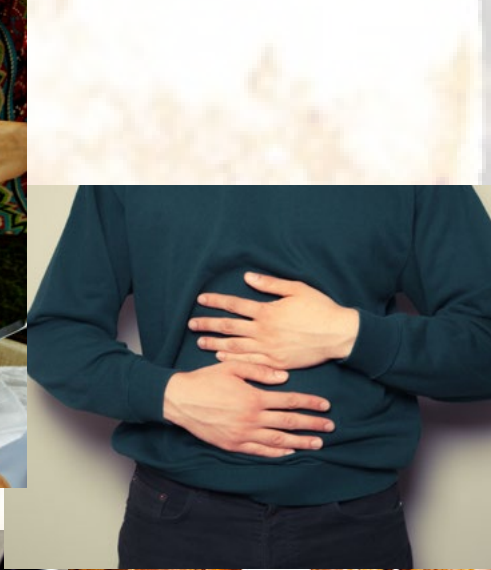
VO: But he is GOOOOD STUFFED! YEAH BABY!

We see a guy running out of a burning building, holding a kitten, just before the building bursts into flames.

VO: Chunky is stuffed with good, so you can be, too.

Cut to art card.

VO: Campbell's Chunky. Good stuffed.



DIGITAL

Only Good Stuff

A downloadable widget that filters news posts and Facebook news stories so that you only see the good stuff, and none of the draining negative stuff.

SOCIAL

“I Can, You Can” Affirmations

Campbell's Chunky wants everyone to feel good. So let's encourage people to upload videos wherein they're giving themselves positive affirmations, using different “I can” prompts we provide. And always with the hashtag #ICanYouCan

SOCIAL



Camp Campbell's

We'll create a special social account to feature a CAMPbell's Counselor, who will post tips and videos on how you can feel good stuffed.

(I.e. What foods you can replace in your diet to ensure a healthier, happier version of you. Including Campbell's Chunky.)

Thanks

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CW: Mike Schneberg