



INSIGHTS



Nowadays, Gourmet restaurants are popping up all over the place. Even McDonalds has jumped on board with some burgers described as being served on 'artisan' rolls rather than on buns. But people are beginning to take beef with the **increased use of pretentious food terms**. The terminology is off-putting and unnecessary. Reading some menus, you would think that they were written in a foreign language.



With Campbell's Gourmet, the proof is in the eating. The soup ingredients are **clearly** and **simply** illustrated on the front of the packaging. You know exactly what you are buying. **It's Gourmet without the fuss, pomp or empty guff**. Campbell's tells you things straight, it may be gourmet, but it's simple.



The elaborate descriptions are endless. Gravy becomes 'Jus', everything is heritage, stacked or seared, steak has to be introduced alongside its life story and favourite tv series while cheesecakes can't even be constructed anymore. At the end of the day, people simply **want to know what they are eating but they don't want to scrimp on the gourmet taste**. Campbell's Gourmet Soups are the solution to this.

CONCEPT

Foods that used to be curious such as kale and asparagus are **now common place**. Restaurants have to **up their game** with these pretentious terms to entice customers with 'different' options than what can be found on the supermarket shelves. But the case is that many of these dishes are **not as complex as they seem** in written form.

"Locally sourced, organically reared black cod breaded fillets balanced on a stack of triple-cooked Maris Pipers and served with responsibly sourced mung bean sautee."

You are expecting some sort of Heston Blumenthal contraption, **when you actually get handed a plate of fish fingers, chips and peas**.

EXECUTION

Simple executions with a clear message will be more **adaptable over a range of media**.

The use of **humour** could be used to get people talking, especially through **digital and social media** platforms.

The concept is likely to encourage potential customers to contribute to the interesting conversation and take part in a **movement against these sort of 'posh-nosh' terms** that could turn your stomach.

INSPIRATION

The range could be described as being **Gourmet, but down-to-earth**. Due to this, I would like to implement a similarly down-to-earth sense of humour by firstly displaying the **laughable pretentious menu descriptions** followed by the **clarity of the Campbell's Gourmet range**.

Whole White Alba truffle poached in poulet de bresse juice & Sargol saffron stock, Yubari King melon

Grilled octopus, braised giant white beans, grilled frisee, saffron aioli
Filomusi Guelfi Bianco 'Le Scuderie del Cielo' 2008
(Chardonnay, Sauvignon, Malvasia, Cococciola)

SARDINE PANINI WITH HAND-PULLED BLUEFISH DISCS & FRIGHTENED FIG 11

HOMESPUN ACORN WITH FREE RANGE PLUM SALAD 12

Wagyu Beef, Fermented Celertiac, Hops, Silver leaf
(Served on Dry-Ice)
Chateauneuf-du-Pape, Chateau Rayas, 1990

OVEN BAKED BABY HEIRLOOM BEETS, CARAMELIZED BELGIAN ENDIVE, SIERRA BEAUTY APPLES, CANDIED WALNUTS AND FRISEE

'ANDANTE DAIRY ACAPELLA' FENNEL BULB 'RELISH', FENNEL POLLEN 'LAVOSH' AND BANYULS VINEGAR REDUCTION

Carpaccio of Maldivian long line caught yellow fin tuna
Fanning an island of Rio Grande Valley avocado creme fraiche, topped with young coconut, with splash of Goan lime, coriander and sprinkled with toasted organic sesame seeds

Pacific Ocean black cod fillet
Hand-glazed with a Japanese tamari and manuka honey reduction. Delicately balanced on a sumptuous organic pear barley risotto, hand in hand with a delightful English courgette flower beignet, teriyaki jus

THE IDEA

THE BRIEF - "Elevate your dinner with Campbell's Everyday Gourmet."

MY ANSWER - Campbell's are offering a Gourmet meal that you can enjoy from the comfort of your own home **without the unnecessary airs and graces**. This leads me to the campaign idea ...

GOURMET, MADE SIMPLE.

VISUAL EXECUTIONS

The following visuals are to demonstrate the **idea** and **tone of voice** in its simplest form. The **humorous** nature of the campaign can then be translated through to a script and short video format that features an **overly expressive** and **extravagant** male voiceover.

He announces the **dish of the day** with overhead visuals of the preparation with fancy cutlery and table settings. The film starts off as a standard pretentious dish and then **rapidly gets more and more ridiculous** before he gets cut-off by a **more down to earth voice**. The voice states the campaign strapline; **"Gourmet. Made Simple"** whilst pushing the plate off-screen to leave room for the Campbell's Gourmet soup carton to take centre stage.



VISUAL REFERENCES



MENU

Locally sourced, flash seared fillet of wild sea bass balanced on a bed of artisan mung beans and hand-polished Israeli pearl couscous and served with asparagus tips, hand selected under the glow of a full moon and briefly introduced to delicately moulded ribbons of smoked embryonic radish. Served with the cinders of rare venezuelan crillo beans, cultivated by the world's oldest man and garnished with a singular Beluga caviar.



GOURMET, Made Simple.

You don't need a silver spoon to eat good food. Try Campbell's Everyday Gourmet delicious meals, rich with flavour.

MENU

Organic sorrel and dragonfruit soufflé infused with briefly caramelised pear essence, nestled among the fragrant notes of a citrus and dandelion foam and dusted with a not very generous shower of Moroccan sun-dried mandarin flakes, then completely deconstructed and presented in a hand blown Peruvian glass flute and polished with a viola petal and a glacier cherry picked from an actual glacier in a Swiss mountain pass.



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DIGITAL & SOCIAL

THE POSH-NOSH DICTIONARY

We don't want to just sell soup, we want to **give food lovers a helping hand**. Menus can be confusing, and sometimes we just want things to be **explained, plain and simple**.

The Posh-Nosh Dictionary is a humorous encyclopedia that allows users to look up terms so that users have a better idea of what they really mean.

This **digital tool** (or simple online translation book) could allow users to **collaborate and communicate with the 'food term expert' brand** in a way that is **vibrant** and **unpretentious**, which is the personality outlined in the brief.

