

# **CAMPBELL'S CHUNKY SOUP BRIEF**

# COMMUNICATION IDEA

Good stuff in = good stuff out

# CAMPAIGN IDEA

Eat better.  
Do better-ish.

## EAT BETTER. DO BETTER-ISH.- IDEA

Men feel all kinds of pressure to be the perfect employee, partner, father, friend, and all around cool dude. But it's a lot easier said than done. Let's use relatable moments from men's everyday lives to show that being a regular guy is a little better with Campbell's Chunky Soup.

**SCRIPT**

# EAT BETTER. DO BETTER-ISH.- :30 SCRIPT

VO: (Exaggerated, motivational tone) What does it take to be a regular, average guy?

**It takes swagger.**

*A man is quickly walking up the stairs. He mis-steps and falls “up” them.*

**A power suit.**

*Cut to the man walking into a party wearing a pirate costume, but everyone else is dressed normally. He looks around awkwardly.*

**An active mind and body.**

*Cut to the man in spin class doing the wrong choreography and almost falling off while everyone else is right on the beat.*

**The ability to win over a room.**

*Cut to the man at a dinner table at what appears to be a family gathering. A toddler throws a meatball at his face.*

# EAT BETTER. DO BETTER-ISH.- :30 SCRIPT CONT'D

VO:                    **A trustworthy companion.**

*Cut to the man walking in a downtown area next to a gorgeous woman. At first glance it looks like they are together, but then she walks right by him. Camera pans out to reveal the man is walking an adorable dog.*

**Accolades.**

*Cut to the man's fitness tracker with a congratulation message celebrating his 10,000<sup>th</sup> step of the day.*

**And some real food with real ingredients.**

*Cut to man at his kitchen table eating Campbell's Chunky soup.*

***It's not easy being a regular, average guy. But when you eat better, you do better-ish.***

*A drop of soup falls from the spoon and spills onto his shirt.*

SUPER:                Campbell's Chunky Soup. Eat better. Do better-ish.

**PRINT**



# EAT BETTER. DO BETTER-ISH.- PRINT

## OPTION 1

HEADLINE: Congrats on not emailing your boss complaints about your boss today.

TAG: Eat better. Do better-ish.

## OPTION 2

HEADLINE: You signed up for a marathon, as a volunteer.

TAG: Eat better. Do better-ish.

# **SOCIAL & DIGITAL**

## EAT BETTER. DO BETTER-ISH.- SOCIAL

FACEBOOK POST COPY: Eat better. Do better-ish.

FACEBOOK IMAGE COPY: Good News: You didn't spill your coffee on yourself.

Bad News: You spilled it on your coworker.

FACEBOOK POST COPY: Small steps towards greatness. Or small spoon-fulls.

FACEBOOK IMAGE COPY: You finally fit everything in your carry-on. Too bad you left it in the taxi.

# EAT BETTER. DO BETTER-ISH.- DIGITAL

DIGITAL BANNER:

FRAME 1: You finally made it to the office on time.

FRAME 2: Too bad it's Saturday.

FRAME 3: Eat Better. Do Better-ish.